

# The Geo. S. Parker Jointless Fountain Pen

**D**O YOU KNOW OF ANY OTHER FOUNTAIN PEN THAT HAS BEEN WRITTEN ABOUT IN SUCH A GENUINE, HEARTY, UNASKED-FOR WAY? THESE LETTERS AND EXTRACTS WERE NOT WRITTEN FOR PUBLICATION, BUT THEY ARE THE CANDID AND KINDLY EXPRESSION OF MEN AND WOMEN WHO HAVE PAID MONEY FOR THE PEN WHICH THEY CONSIDER THE PEER OF ANY OTHER PEN MADE.

The U. S. Government

DEPARTMENT OF STATE,  
WASHINGTON, July 20, 1898.

We regard the Parker Jointless Fountain Pen a most excellent one, and it undoubtedly will give entire satisfaction to those who use them in the Department.

Very respectfully yours,  
WM. A. MICHAEL,  
Chief Clerk.

Instructor Bryant & Stratton Business College.

CHICAGO.  
I have given the Parker Fountain Pen a thorough test and consider it the best fountain pen on the market.

I. W. PIERNON.

Ask for the Parker.  
J. A. STECK, PRINTER AND STATIONER,  
WILMINGTON, S. C.

Since handling your pens I have found them all that you claim, and customers are beginning to ask for the "Parker," having seen them in use.

Very truly,  
J. A. STECK.

Easy to Sell.  
WATKINS, ILL., June 2, 1898.

The Parker Pen Company, Janesville, Wis.

The Pens received O. K. I think the new Spring-Lock Jointless Fountain Pen is a beauty and just what the public have been wanting. I filled one and took it to our city attorney to try, and it was sold after he used it five minutes.

Very respectfully,  
W. B. ROGERS.

A Well-Known House.  
NELSON, B. C.  
Please forward orders for Jointless Pens as follows:  
\* \* \* The writer desires to say that it is his experience that the Parker Jointless Pen is the easiest seller he has ever handled. It is a pleasure to show it, because there is merit in it. Kindly send invoice in duplicate copy certified for customs, and oblige,

Yours truly,  
THOMPSON STATIONERY CO.

Instructor Penmanship Chicago Athenaeum.  
CHICAGO, ILL.  
Having given the Parker Fountain Pen a trial, I am prepared to say it is superior to any I have tried. It seems to possess all the good qualities of the best steel pens.

J. N. CRANDLE.

Just the Thing.  
RICHMOND, VA., July 10, 1898.  
I send you by this mail my No. 1 fountain pen to be repaired. Please repair it and let me have it as early as you can. I don't know how to get along without my Parker, and would not take ten dollars for it if I could not get another. I find it A No. 1 in every way, and just the thing for stenographers' use. I have been using it for some time and it gives perfect satisfaction. Very truly,  
J. M. BINFORD.



JACK'S PRESENT.

It is an acknowledged fact that students will do neater and more satisfactory work in every respect by making use of fountain pens. They are invaluable in the class room, in examinations, taking notes or wherever writing is done.

Many well-known schools now consider a Geo. S. Parker Fountain Pen as much the necessary part of the equipment of the successful student as are the very note books upon which he writes.

As schools are about to open, may we not ask for an early response?

Yours sincerely,

THE PARKER PEN COMPANY,  
Janesville, Wis., U. S. A.

Well-known Remington Typewriter Agent.

TORONTO, JUNE 18th, '98.

I received the Parker Jointless Pen in due course, and have used same ever since. I am free to confess that it has worked satisfactorily up to the present time and there is every indication of its continuing to work right. I am much pleased with it. Yours very truly,

CHAS. E. ARCHIBALD.

Policy Writer Home Insurance Co.

CHICAGO, ILL.

Gentlemen- The Parker Fountain Pen is the best I have ever used and I take pleasure in recommending it to all who desire strictly first class fountain pens.

Comparing it in price and workmanship with other leading fountain pens, the "Parker" is far in the lead.

Hoping it will continue to meet with a large sale, I am.

Very truly yours,

CHARLTON V. HOWE, Penman.

Instructor Metropolitan Business College.

CHICAGO, ILL.

The "Parker" suits every purpose. It is, in my estimation, the best fountain pen on the market. Very truly,

J. W. McCASLIN.

Best Because Cleanest.

CHICAGO.

I consider "the Parker" the best because it is the cleanest fountain pen that I have used.

J. M. FITZGERALD.

Penman Palmer House.

President Western Pen Association.

CHICAGO, ILL.

During the past ten years I have owned no less than six different makes of Fountain Pens, all of which were very unsatisfactory owing to their leaking when in use and while being carried. This objection I find obliterated in your pen. The Parker "Lucky Curve" is surely "straight good."

Very truly yours,

C. A. FAUST.

-But it Don't.

COLUMBUS, O.

Find enclosed check as per bill enclosed. The pen is simply immense. I have named it the Commodore Derry of Fountain Pens-it certainly is a beauty. I shall ever remember your kindness and patience with me, for I admit I am hard to please, but you fixed me up in great shape, and at any time a word from me will do you any good I will take pleasure in saying all I can in your behalf for you certainly have a good article and one that will sell on its merits. The only mystery to me is that it don't leak-but it don't.

Yours respectfully,

E. G. MANN.

Very Satisfactory.

PHILADELPHIA, April 22, '98.

I am now using one of your Jointless Fountain Pens purchased since receiving your circular from one of Philadelphia agents, and will say that I find it very satisfactory.

Very truly yours,

PAUL M. ELSASSER, M. D.

The cuts that we show herewith, are the Special and Silver Dollar fountain pens, and represent fountain pens that retail for a medium price. They are the biggest ever put into fountain pens to retail at the prices given for these pens. They are plain, and well made, but there is nothing fancy about them. They do not have the "lucky Curve" feeder, and are made with the old style nozzle. We will guarantee them to be the best pen on the market that can be purchased for the money. If you have a call for medium or low priced pens, you certainly cannot do better than to order a quantity of these.

## THE LUCKY CURVE SPRING "JOINTLESS"

15.

No need to leave  
No Nozzles to get "stuck"  
No spray to break  
PERFECTION is it

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10. The following table shows the number of hours worked by each employee.

GEOSPARKE

No. 025, Seven Bits Price 24.00.

This advertisement is being run in our magazine advertising and it has and is creating a wonderful interest in this the greatest improvement ever made in fountain pens.

**THE PARKER PEN COMPANY**, JAMESVILLE, WIS., U. S. A.  
The jointless, today's choice of a Parker pen.  
The Parker Pen Company manufactures of fountain pens in the world.

May we not have your order?  
THE PARKER PEN COMPANY,  
JANESVILLE, WIS., U. S. A.

These goods ought to be sold, with other supplies, in your school. We are pleased to do business with every school. Prices to the trade per dozen. No. 020 \$15.00. No. 023 \$18.00. No. 024, \$21.00. No. 025, \$24.00. Special 39.00. Silver Dollar, 57.00. No. 026 \$27.00. Special 59.00. Silver 57.00. No. 027 \$30.00. Special 63.00. No. 028 \$33.00. Special 67.00. No. 029 \$36.00. Special 71.00. No. 030 \$39.00. Special 75.00. No. 031 \$42.00. Special 79.00. No. 032 \$45.00. Special 83.00. No. 033 \$48.00. Special 87.00. No. 034 \$51.00. Special 91.00. No. 035 \$54.00. Special 95.00. No. 036 \$57.00. Special 99.00. No. 037 \$60.00. Special 103.00. No. 038 \$63.00. Special 107.00. No. 039 \$66.00. Special 111.00. No. 040 \$69.00. Special 115.00. No. 041 \$72.00. Special 119.00. No. 042 \$75.00. Special 123.00. No. 043 \$78.00. Special 127.00. No. 044 \$81.00. Special 131.00. No. 045 \$84.00. Special 135.00. No. 046 \$87.00. Special 139.00. No. 047 \$90.00. Special 143.00. No. 048 \$93.00. Special 147.00. No. 049 \$96.00. Special 151.00. No. 050 \$99.00. Special 155.00. No. 051 \$102.00. Special 159.00. No. 052 \$105.00. Special 163.00. No. 053 \$108.00. Special 167.00. No. 054 \$111.00. Special 171.00. No. 055 \$114.00. Special 175.00. No. 056 \$117.00. Special 179.00. No. 057 \$120.00. Special 183.00. No. 058 \$123.00. Special 187.00. No. 059 \$126.00. Special 191.00. No. 060 \$129.00. Special 195.00. No. 061 \$132.00. Special 199.00. No. 062 \$135.00. Special 203.00. No. 063 \$138.00. Special 207.00. No. 064 \$141.00. Special 211.00. No. 065 \$144.00. Special 215.00. No. 066 \$147.00. Special 219.00. No. 067 \$150.00. Special 223.00. No. 068 \$153.00. Special 227.00. No. 069 \$156.00. Special 231.00. No. 070 \$159.00. Special 235.00. No. 071 \$162.00. Special 239.00. No. 072 \$165.00. Special 243.00. No. 073 \$168.00. Special 247.00. No. 074 \$171.00. Special 251.00. No. 075 \$174.00. Special 255.00. No. 076 \$177.00. Special 259.00. No. 077 \$180.00. Special 263.00. No. 078 \$183.00. Special 267.00. No. 079 \$186.00. Special 271.00. No. 080 \$189.00. Special 275.00. No. 081 \$192.00. Special 279.00. No. 082 \$195.00. Special 283.00. No. 083 \$198.00. Special 287.00. No. 084 \$201.00. Special 291.00. No. 085 \$204.00. Special 295.00. No. 086 \$207.00. Special 299.00. No. 087 \$210.00. Special 303.00. No. 088 \$213.00. Special 307.00. No. 089 \$216.00. Special 311.00. No. 090 \$219.00. Special 315.00. No. 091 \$222.00. Special 319.00. No. 092 \$225.00. Special 323.00. No. 093 \$228.00. Special 327.00. No. 094 \$231.00. Special 331.00. No. 095 \$234.00. Special 335.00. No. 096 \$237.00. Special 339.00. No. 097 \$240.00. Special 343.00. No. 098 \$243.00. Special 347.00. No. 099 \$246.00. Special 351.00. No. 100 \$249.00. Special 355.00. No. 101 \$252.00. Special 359.00. No. 102 \$255.00. Special 363.00. No. 103 \$258.00. Special 367.00. No. 104 \$261.00. Special 371.00. No. 105 \$264.00. Special 375.00. No. 106 \$267.00. Special 379.00. 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No. 165 \$444.00. Special 615.00. No. 166 \$447.00. Special 619.00. No. 167 \$450.00. Special 623.00. No. 168 \$453.00. Special 627.00. No. 169 \$456.00. Special 631.00. No. 170 \$459.00. Special 635.00. No. 171 \$462.00. Special 639.00. No. 172 \$465.00. Special 643.00. No. 173 \$468.00. Special 647.00. No. 174 \$471.00. Special 651.00. No. 175 \$474.00. Special 655.00. No. 176 \$477.00. Special 659.00. No. 177 \$480.00. Special 663.00. No. 178 \$483.00. Special 667.00. No. 179 \$486.00. Special 671.00. No. 180 \$489.00. Special 675.00. No. 181 \$492.00. Special 679.00. No. 182 \$495.00. Special 683.00. No. 183 \$498.00. Special 687.00. No. 184 \$501.00. Special 691.00. No. 185 \$504.00. Special 695.00. No. 186 \$507.00. Special 699.00. No. 187 \$510.00. Special 703.00. No. 188 \$513.00. Special 707.00. No. 189 \$516.00. Special 711.00. No. 190 \$519.00. Special 715.00. No. 191 \$522.00. Special 719.00. No. 192 \$525.00. Special 723.00. No. 193 \$528.00. Special 727.00. 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No. 503 \$1458.00. Special 1971.00. No. 504 \$1461.00. Special 1975.00. No. 505 \$1464.00. Special 1979.00. No. 506 \$1467.00. Special 1983.00. No. 507 \$1470.00. Special 1987.00. No. 508 \$1473.00. Special 1991.00. No. 509 \$1476.00. Special 1995.00. No. 510 \$1479.00. Special 1999.00. No. 511 \$1482.00. Special 2003.00. No. 512 \$1485.00. Special 2007.00. No. 513 \$1488.00. Special 2011.00. No. 514 \$1491.00. Special 2015.00. No. 515 \$1494.00. Special 2019.00. No. 516 \$1497.00. Special 2023.00. No. 517 \$1500.00. Special 2027.00. No. 518 \$1503.00. Special 2031.00. No. 519 \$1506.00. Special 2035.00. No. 520 \$1509.00. Special 2039.00. No. 521 \$1512.00. Special 2043.00. No. 522 \$1515.00. Special 2047.00. No. 523 \$1518.00. Special 2051.00. No. 524 \$1521.00. Special 2055.00. No. 525 \$1524.00. Special 2059.00. No. 526 \$1527.00. Special 2063.00. No. 527 \$1530.00. Special 2067.00. No. 528 \$1533.00. Special 2071.00. No. 529 \$1536.00. Special 2075.00. No. 530 \$1539.00. 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THE splendid success that has been attained by the CEO, S. PARKER JONNTLESSE FOUNTAIN PEN is unparalleled in the history of fountain pen making. Just as fast as the great public realize that we have eliminated from the journals pens, vice the *Stetson*, *Teddy Bear* and *Longhorn*, just so fast are sales made to users of fountain pens. The representatives take thinkin' pens, just so fast as sales made to users of fountain pens. The representatives take thinkin' pens, just so fast as sales made to users of fountain pens, vice the *Stetson*, *Teddy Bear* and *Longhorn*. Just as the great public realize that we have eliminated from the journals pens, parker pens, which are read by students and college men everywhere; The Youths, Comparision, Ladies and many others. It is also an acknowledged fact that studies done at nearer and more acute academic work in the class rooms, instead of examinations, they have writing to do, but the old style test paper of last pencil.



No. 020, Modelled Rubber, Standard Size, Price 95c.  
No. 020, Modelled Rubber, Large Size, Price 95c.  
No. 020, Modelled Rubber, Goliathomine, Size, Price 95c.  
No. 021, Modelled Rubber, Goliathomine, Size, Price 95c.  
No. 022, Modelled Rubber, Price 95c.

**HOLIDAY S**

THE "LUCKY  
CURVE"

**JOINTLESS GEO.**

NO SCREW TO BREAK. NO OLD FASHIONED



No. 020. Mottled Rubber, Ladies' Size, Price, \$2.50.



No. 020. Mottled Rubber, Gentlemen's size, Price, \$2.50.



No. 023. Mottled Rubber, Price, \$3.00.



No. 024. Mottled Rubber, Price, \$3.50.



No. 023. Mottled Rubber, Price, \$3.00.

### SUCCESS.

Why is it that you, are much more successful as a business man than many others, or to bring it home more clearly, more successful than your neighbor in the same line of business? It is not luck, for there is, strictly speaking, no such thing as luck. The man who does not know such a thing as fail, is the man who is called "lucky." No, the reason why you have succeeded so much better than others, is, because when obstacles have been placed in your way, you did not fret your life away, wondering why the obstacles had been placed in your path; No, you set resolutely to work to remove it or bridged over it, as the case may have been, and up again, on your way, stronger and more conscious of the power that lies within you, and which lies within every man. Had you, on coming to the obstruction, sat down disconsolate and discouraged, and said that the whole world had turned against you, and that obstructions had been placed in your path, and that there was no use trying, for you could not go through it, and



NOVEMBER and December are the months when the man pushes his business, as he pushes that many people spend money for presents. These months are, for the careful man used. These are the months that the success of his neighbor, who does not possess the business. People do not buy summer clothes at Christmas, fit into a different part of the year's business. There is nothing so pleasing, useful and appropriate as the PARKER JOINTLESS PEN. Your customers know them; many have written to us about goods for your benefit as no other. These goods are sellers. These go to market. The greatest holiday demand ever known. Look over your stock of Parker Pens. You cannot get your order in too soon.

### THE SOLDIER.

Some one has suggested the Parker Jointless pen as the best. Of its great simplicity it could not be surpassed. As do the old fashioned nozzle pens, the suggestion is a good one. The place where a pen can be mended very well—The Geo. S. Parker.

Here is a suggestion: I make the heart of the soldier the Jointless. "Lucky Curve" a Christmas present, and you will be kind and made him happy for the thing for which he has daily to face difficulties. Friends in the army



Parker Shorthand

stopped at that as many a man has, you would find influence in life you do not in the least expect, and the seemingly impossible barriers will give way.

Some men seem to have what is common to all men, a nature which proved bad, you certainly would not try it over again exactly the same way, only to do it that way. Some men do, however, and this is

# Y SUGGESTIONS.

# GEO. S. PARKER FOUNTAIN PEN

OLD FASHIONED NOZZLE. NO JOINT TO LEAK. PERFECTION.



## THE SUCCESS OF THE PEN AGE.

greatest improvement ever made in fountain pen construction.

December are the months when the shrewd, energetic business man pushes it at no other time. It is in these months that they would not spend at any other season for the careful man of business, golden opportunities if properly used. Months that the successful business man stands out in contrast with those who do not possess the business sagacity to advance his business interest. Clothes at Christmas time, or any other seasonable goods that are the year's business. They do buy Parker pens, however, for they are useful and appropriate for a Christmas present, as a Geo. S. Your customers know about these pens; they have thought about written to us about them, for we are advertising these benefit as no other fountain pen has ever been advertised. Sellers. These go to make up the golden opportunities. Day demand ever known for Fountain Pens is almost here. Stock of Parker Pens. See how closely they are sold down. Our order in too soon.



## THE SOLDIER'S PEN.

One has suggested that we ought to advertise the jointless pen as the Soldier's Pen, because on account of its simplicity it could not be broken or get out of order like fashions nozzle or screw joint pens. The suggestion is a good one. The soldier in camp, far away from home, can be mended if broken, should have only the Geo. S. Parker Jointless.

Another suggestion: Do you want to know what will heart of the soldier boy glad? See that he gets one of our "Lucky Curve" Geo. S. Parker Fountain Pens for his present, and you will find that you have done him a good turn and made him happy by presenting him with something he has daily use. Suggest this to your customers friends in the army.



Parker Shorthand Pen, Large, Price, \$4.00.

And has, you would to-day be where many men are, whose position is not in the least envy. Work for Success, think Success, be a Success, and barriers will give way to the magic power.

What is commonly termed "bad luck." If you made a business venture, you certainly would not, as soon as you got through with the experiment, do the same way, only to meet with defeat again. No; you don't do business however, and this is why, to a very large degree, they never get ahead.



No. 020. Ladies' Size, Raven Black, Price, \$2.50.



No. 020. Gentlemen's Size, Raven Black, Price, \$2.50.



No. 023. Raven Black, Price, \$2.00.



No. 024. Raven Black, Price, \$3.50.



No. 025. Raven Black, Price, \$4.00.

No. Success means to utilize defeat, or, in other words, if you fail in any undertaking it is because there is a right and wrong way of getting at it, and you got the wrong way. Then the thing for you to do is to keep your eyes open and your brain active and not make the same mistake again.

A successful business was not made so by one or two master strokes, but by any means. It is, however, made up by careful attention, watching closely the details, and grasping many opportunities which are presented from day to day.

A man may come to your store, a stranger possibly, not dressed as fastidiously as your banker; he receives from you a cordial welcome, a pleasant smile. He is made to feel you have an interest in him. That's business combined with pleasure. Treated right, you have made a good customer. A man with less tact might speak briskly to the stranger, demand what was wanted, and at the pivotal point turn him away.

# THE JOINTLESS "LUCKY CURVE" (

Those of our friends who desire chased barrels, hexagon, spiral, or gold mounted, or in fact, any different style from those shown in the engravings of the New Parker Jointless Fountain Pens must content with the old style fountains with nozzles, and it is for this reason that we will still illustrate those that we cannot make in the improved form.



Silver Dollar. Price, \$1.00.



No. 1. Plain Barrel, Price, \$2.00.



New Style No. 18. Mottled or Black, Price, \$2.00.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.50.



No. 5. Spiral, Black or Mottled Rubber. Price, \$3.00.



No. 6. Fountain, Regular Size Gold Band. Price, \$3.00.



No. 8. Hexagon, Price, \$3.00.



No. 9. Gold Mounted. Price, \$4.00.



No. 10. Twist. Price, \$3.00.



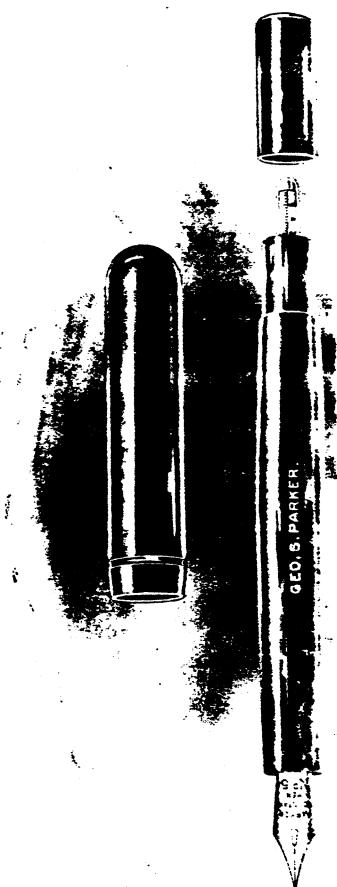
No. 11. Aluminum. Price, \$3.50.



No. 11. Gold or Silver. Price, \$5.00.



No. 12. Full Pearl. Price, \$6.00.



Parker Jointless Physician's Thermometers  
Price, \$5.00.

We have at last produced a new Clinical Thermometer Fountain Pen the Parker Jointless Physician's Fountain will interest every successful practitioner in the world. This is the combination so valuable to the busy physician. Each thermometer is a certified thermometer has been corrected to the Yale Observatory, which is known by all physicians. The cut so clearly illustrates a description is hardly necessary; however, that the fountain is practically made over into a physician's show one of these to the successful physician is to make a sale.

Suggest to the doctor's wife what an appropriate present one of those fountain pens would make.



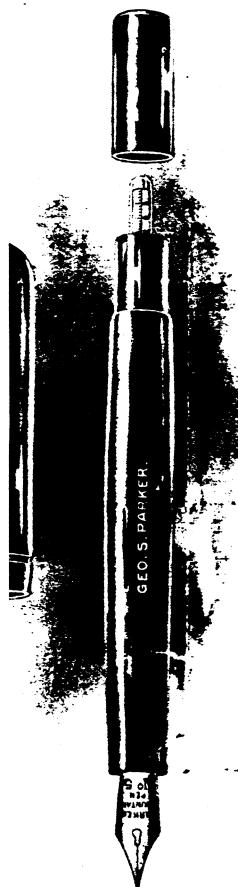
The beautiful photo-gravure "Around," which we are sending, except with our compliments. We have a good hearty laugh over the little characters in the picture, and find it an excellent advertisement for your store where it can be seen?

1899

# "Lucky" GEO. S. PARKER FOUNTAIN PEN.

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## OUR CASE OFFER.



Physician's Thermometer Fountain Pen

Price, \$5.00.

st produced a really s...  
neter Fountain Pen. The c...  
ess Physician's Fountain Pen will  
ccessful practicing physician in  
is the combination that is in-  
busy physician. Accompanying  
is a certified certificate that it  
d to the Yale Observatory. Stan-  
own by all physicians to be cor-  
clearly illustrates the pen that  
ardly necessary. We will say,  
fountain is practically or. No.  
to a physician's fountain. To  
the successful practice ph...  
a sale.

ctor's wife what an admiring Ch...  
ountain pens would make for her hu...

il photo-gravure—The Wood  
we are sending you please ac-  
compliments. We trust you will  
try laugh over the many quaint  
in the picture, and incidentally  
nt advertisement for the Parker  
indly give it a prominent place in  
it can be seen?

DID it ever occur to you that it is a good thing for you to give your customers to understand, and to cause it to be a fact, that your store is an up-to-date store; that you are keeping abreast of the times, and selling the articles that are advertised and well known? Your customers who see a well advertised article in your store, recognize that you are an alert, wide-awake, up-to-date dealer. They know too, that you probably lead your competitors by having such goods in stock and your trade established on them six months or a year before they realize where you are at. This kind of business judgment, together with push, courtesy, and a determination to win, never fails to bring success, and it is for this reason that we desire to impress upon you the importance of carrying a nice assortment of our goods, such as a case will afford.

With your first order for four dozen or more Parker Fountain Pens, at regular rates, we will take pleasure in sending you, with our compliments, one of the handsomest little show cases ever made for the purpose of displaying fountain pens. This case is trimmed in Oak, Cherry, Walnut or Nickel, as you may desire. This handsome show case displays at one time, four dozen fountain pens. Each case is fitted with a Yale lock with two keys, has a drawer in the bottom for scratch paper, ink, surplus stock, etc., and will make one of the neatest accessories to your store that you can possibly imagine. After you have had it in stock for a month or two, you will wonder how you ever consented to get along without one of them.

**Just think of it!** The greatest holiday demand ever known for fountain pens will soon be upon you. Here is an aid to help you secure trade as you have never had it before. Our Advertisements will appear in both half and quarter pages in the leading magazines, such as *Harper's*, *Munsey*, *Cosmopolitan*, *Review of Reviews*, *McClure's*, *Scribner's*, *Recreation*, besides large spaces in the *Youth's Companion* and *Ladies' Home Journal* and many others. It will bring business, and dollars to you. We sincerely hope we shall hear from you by return mail to forward the case assortment with which we know you will be delighted.



That the reading, buying and progressive public are not slow to adopt a meritorious article in which they have faith was never more clearly demonstrated than it is in the Geo. S. Parker "Lucky Curve" Jointless pen. Practically, this pen did not appear on the market until April last. As soon as it was offered on the market, and its construction shown, it sprang into instant favor. The moment a man understood that this pen had eliminated from it the objectionable thread and the leaky joint which has been the dread of fountain pen makers for years, and that the most simple and practical little device ever made was substituted for them, and which answered all the purposes of the old fashioned screw thread joints without any of their objectionable features, he lost no time in adopting it in a way that was most pleasing to our friends and to ourselves as well.



### WE THANK YOU.

How we can ever fully show our appreciation for the many kind letters and warm words our friends have seen fit to give us, is more than we can tell. We do appreciate them, we assure you, and they are just as sweet to us as the great business which you have helped to send us. The many nice little foot notes and kindly expressions that come to us make us wish that we might have the pleasure of a personal acquaintance with all of our friends, but if this cannot be, we are indeed pleased to feel that every account on our books represents a friend.

Wishing you the fullest measure of success and with compliments of the season, we are

Sincerely your friends,

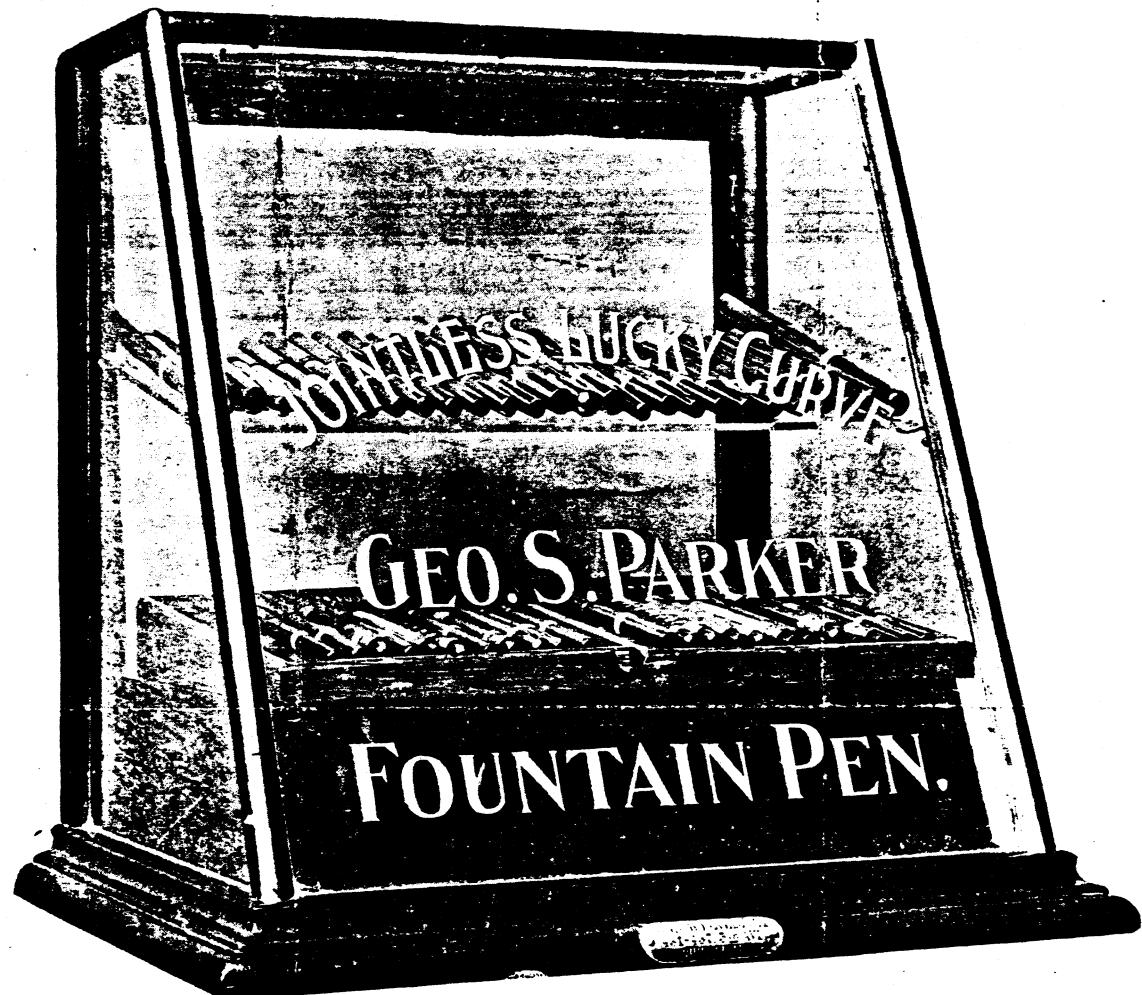
THE PARKER PEN CO.,

Janesville, Wis. U. S. A.

DEALER BROCHURE, ca. 1899

# Geo. S. Parker Fountain Pen

## OUR SHOW CASE OFFERS.



FREE WITH SIX DOZEN.

**P**ID it ever occur to you that it is a good thing for you to give your customers to understand, and to cause it to be a fact, that your store is an up-to-date store; that you are keeping abreast of the times, and selling the articles that are advertised and well known? Your customers who see a well advertised article in your store, recognize that you are an alert, wide-awake, up-to-date dealer. They know, too, that you probably

## SHOW CASE OFFERS.

lead your competitors by having such goods in stock and your trade established on them six months or a year before they realize where you are at. This kind of business judgment, together with push, courtesy, and a determination to win, never fails to bring success, and it is for this reason that we desire to impress upon you the importance of carrying a nice assortment of our goods, such as a case will afford.

With your first order for six dozen or more Parker Fountain Pens, (not Special or Silver Dollar) at regular rates, we will take pleasure in sending you, with our compliments, one of the handsomest little show cases ever made for the purpose of displaying fountain pens. This case is trimmed in Oak, Cherry, Walnut, or Nickel, as you may desire. This handsome case displays at one time, six dozen fountain pens. Each case is fitted with a Yale lock with two keys, has a drawer in the bottom for scratch paper, ink, surplus stock, etc., and will make one of the neatest accessories to your store that you can possibly imagine. We also have a smaller case holding four dozen fountain pens, that we send out with this number of fountains. It is exactly the same as the six-dozen size in finish, etc., but it holds only four dozen. We would recommend, by all means, that dealers buy the six-dozen assortment, rather than the four-dozen. If the dealer will but take into consideration that the fountain pen business is just in its infancy, and that it is capable of great growth and expansion under the intelligent guidance and direction which he can so well give it, he will understand why it is that so many dealers are finding this one of the most profitable branches of their trade. What is being done by others can be done by you. You may perhaps say that your town is small and that you do not think it would pay to put in this number of pens. This is just where you are mistaken. As a matter of fact, either one of the little show cases enumerated above, filled with "Lucky Curve" Parker Fountain Pens, would be a magnet that would draw trade to your establishment in a way that you have not dreamed of before. This is not a theory but an actual fact, and has been demonstrated over and over again in hundreds of cases by many of the most enterprising dealers in the country, and not confined by any means to the large cities, either. We can offer this to you with our fullest and heartiest recommendation. After you have had it in stock for a month or two, you will wonder how you ever consented to get along without one of them.

Just think of it! The greatest demand ever known for fountain pens will soon be upon you. Here is an aid to help you secure trade as you have never had it before. Our advertisements will appear in the leading magazines, such as *Harper's*, *Cosmopolitan*, *Review of Reviews*, *McClure's*, *Scribner's*, *Outlook*, besides large spaces in the *Youth's Companion* and many others. It will bring business, and dollars to you. We sincerely hope we shall hear from you by return mail to forward one of these case assortments, with which we know you will be delighted. If there is anything farther you would like to know concerning it, write to us about it. We can explain details by a personal letter concerning the assortment, and will be glad to do so.

Sincerely your friends,

**THE PARKER PEN COMPANY,**

Manufacturers of Fountain Pens, Ink, Typewriter Ribbons, Mucilage, Etc.,

Janesville, Wis., U. S. A.

Circa 1900

1900

## ..Peace and the Parker Pen..

Fac simile (enlarged) of the Geo. S. Parker Jointless Lucky Curve No. 023 Fountain Pen, supplied by the Department of State, Washington, D. C., with which Judge Day, President of the Peace Commission, affixed his signature to the Treaty of Peace, at Paris. Recognized as the world's greatest writing instrument.

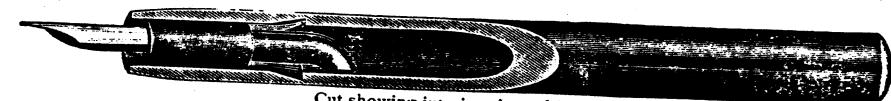
NO JOINT TO LEAK. NO THREAD TO BREAK. PERFECTION.



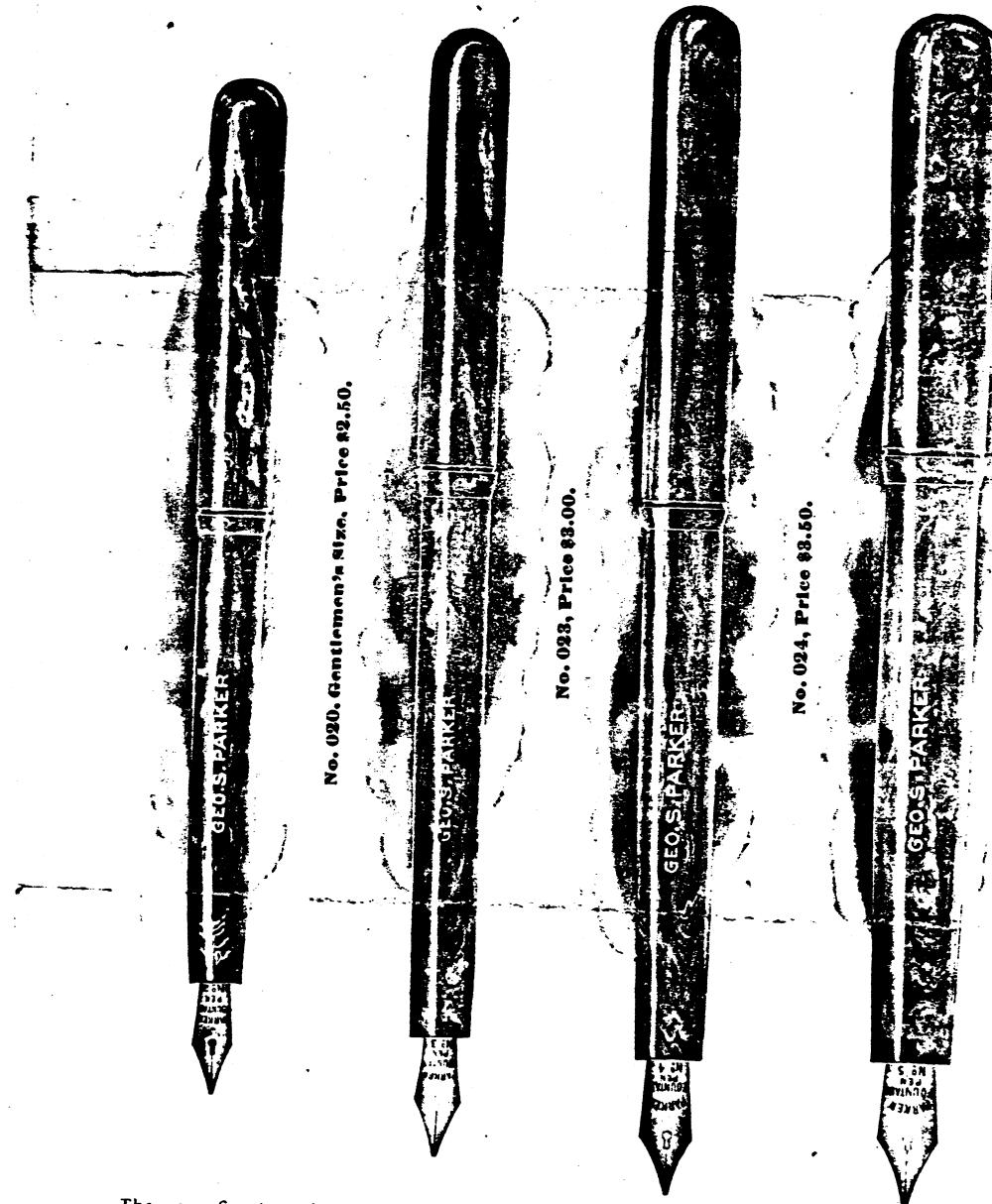
CRAMER CO. MIL.

The Parker Pen Company, Janesville, Wis., U. S. A.

# THE JOINTLESS GEO. S. PARKER FOUNTAIN PEN



Cut showing interior view of barrel.



No. 020, Gentlemen's Size, Price \$2.50.

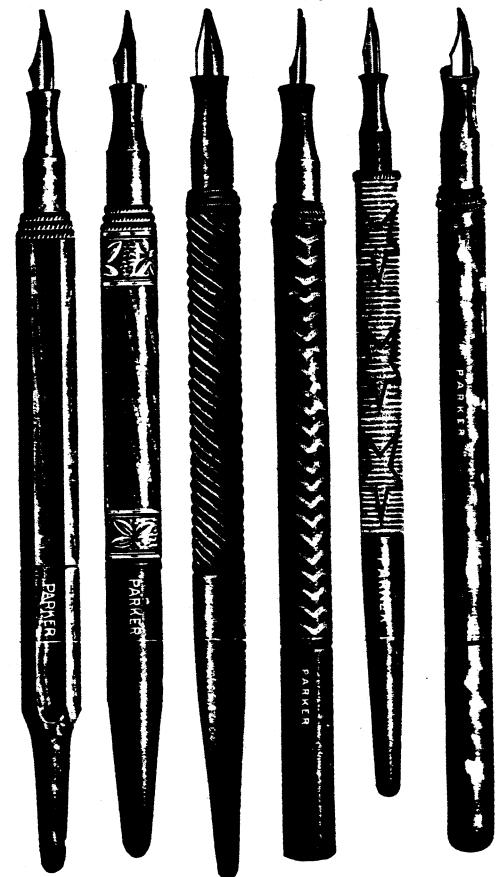
No. 023, Price \$3.00.

No. 024, Price \$3.50.

No. 025, Price \$4.00.

The very finest quality of gold pens used. Finished in almost any style of point—fine, medium, coarse or stub.  
These cuts do not begin to show the real beauty and finish of these pens, which are supplied in Raven Black or Mottled Red.  
Recommended. Sold and Warranted to give Satisfaction, and your money refunded if you are not Satisfied.

The Geo. S. Parker Old Style  
Fountain Pen.  
Reduction.



"We have been asked many times for a pen that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this, we have decided to make a sweeping reduction in the price of our old style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name.

## New Special.

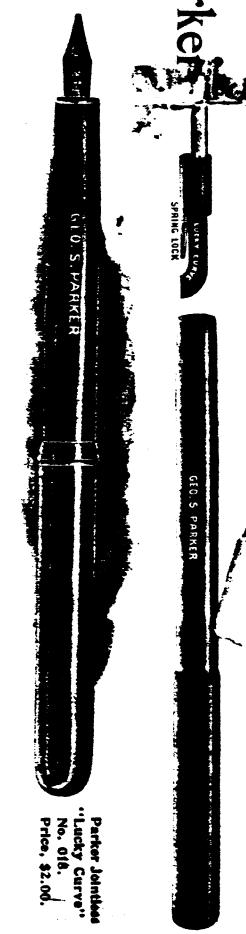
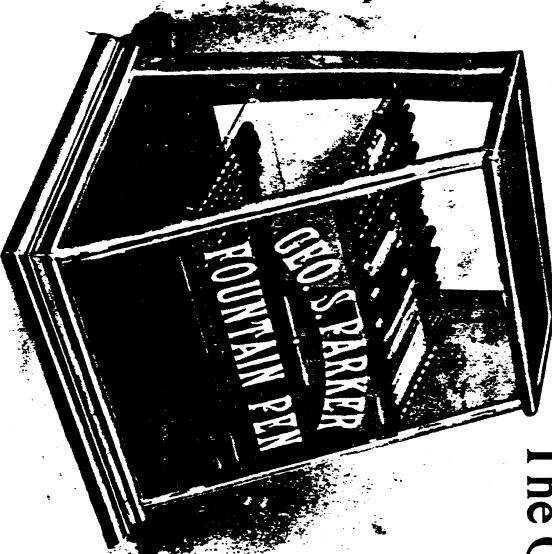


THE PANKE ITALIAN RIBBON, FOR ANY STAINLESS STEEL NAME, IS MADE IN SWITZERLAND.

**FANCY'S IVORY** is classic.

## The Geo. S. Parker

### Jointless Lucky Curve



No Joints,  
No Leaks,  
No Threads...  
Perfection.

All Parker Jointless Fountain Pens are fitted with anti-break caps; warranted FOR ONE YEAR against splitting or cracking.

Parker Jointless  
"Lucky Curve"  
No. 018.  
Price, \$2.00.

Parker Jointless  
"Lucky Curve",  
No. 020.  
Price, \$2.50.

Parker Jointless  
"Lucky Curve",  
No. 022.  
Price, \$3.00.

Parker Jointless  
"Lucky Curve",  
No. 024.  
Price, \$3.50.

Parker Jointless  
"Lucky Curve",  
No. 026.  
Price, \$4.00.



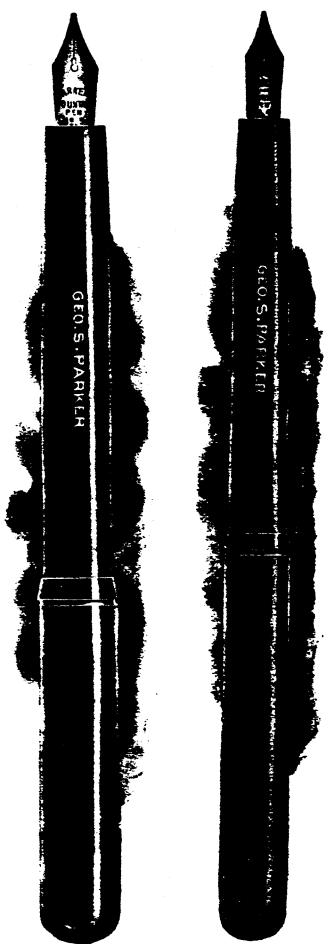
### ARE YOU THE MAN?

Any dealer who has one of our little showcases in his store like the engraving herewith, or similar, will be enabled to show you a stock of Parker Pens that will be worth going to see. He can show you pens to suit and fit almost any hand. We can recommend any such dealer as particularly up to date.

These beautiful little cases, fitted with handsome trays to hold four dozen, six dozen, or one gross of Fountain Pens, are given away under certain conditions, with an order for four, six or twelve dozen Parker Pens.

One of these little cases prominently and tastefully displayed in the front part of your store will create more "buy" than a salaried salesman. Why? Because it calls to the mind of the prospective customer that here is a fine assortment of "Lucky Curves," which he had seen advertised so much, and which he had made up his mind to investigate and buy when the favorable opportunity presented.

If you want to develop and draw to you more fountain pen business by far than you have ever had, just write us and let us help you.



Parker Jointless  
"Lucky Curve",  
No. 026.  
Price, \$4.00.



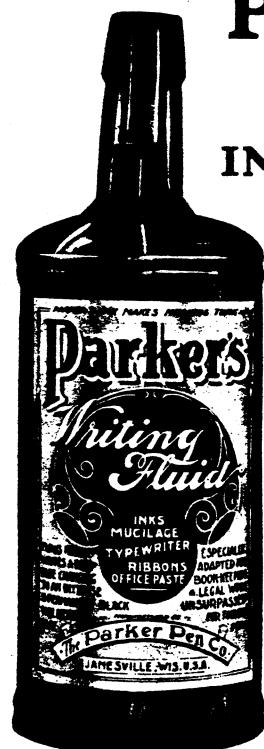
Parker Jointless  
"Lucky Curve",  
No. 024.  
Price, \$3.50.



THE PARKER PEN CO.,  
JANESVILLE, WIS.

Point can be had to make hair lines.

# PARKER INKS



Please do not forget that we make Ink and good Ink too. Our specialty is  
**INK FOR FOUNTAIN PENS**

Although we make Ink for other uses as well.

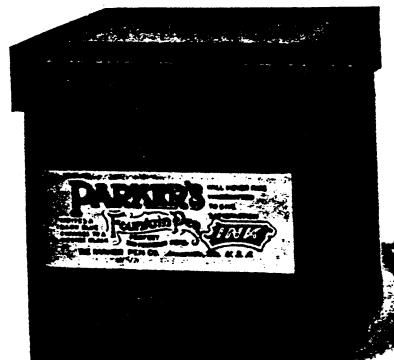
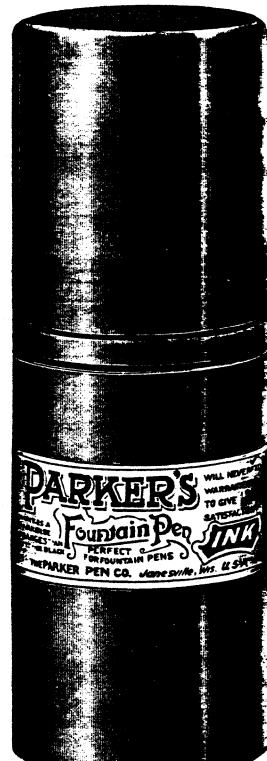
Better order a few dozen. Our Fountain Pen Ink is a ready seller to all fountain pen users. By the way No. 2 Package is new and from the way the orders are coming in for it, it makes us think you ought to have some too.

## WRITING FLUID

Quarts, \$4.00 per dozen. No better ink made at any price.

Four ounce square bottle, 10c. Wholesale price, \$7.20 per gross.

Two ounce square bottle, 5c. Wholesale price \$4.20 per gross.



## School Ink in Bulk

Black School Ink in five or ten gallon lots, 40 cents per gallon. Net.

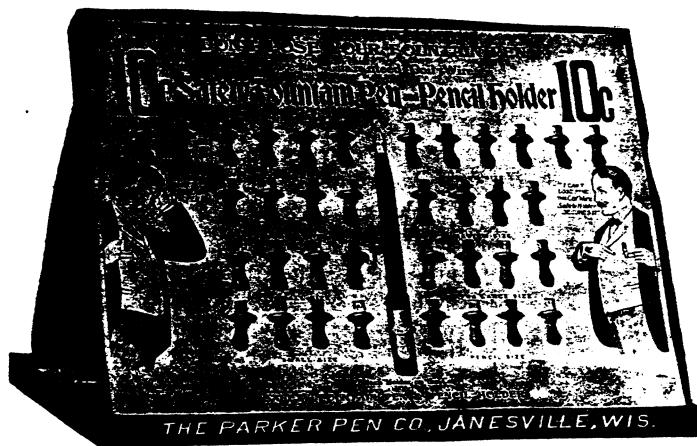
Get the contract for supplying your schools. Many others do, why not you. 

No. 2—Parker's Fountain Pen Ink. Exact size. Polished Colored Screw Top Wooden case. Can be carried in grip or trunk. Price, 25 cents. Wholesale price, \$1.50 per dozen.

No. 1—Parker's Fountain Pen Ink. Price 25c. Each bottle packed in pasteboard carton. A handsome package and a staple seller. Wholesale price, \$1.25 a dozen.

Below is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band, (for soft rubber soon gets rotten and becomes worthless). The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central strand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick

sellers at 10 cents each and cost \$1.50 per quarter gross wholesale. Per gross, \$4.00.



1900

PARKER LUCKY CURVE FOUNTAIN PEN No. 020, price \$2.50  
offers extraordinary value.

PARKER No. 1, Old Style Screw Joint, price - - - - \$1.50



## The Kansas Wesleyan Business College OF SALINA, KANSAS

is one of the live, progressive schools of the country. Their pupils can be found in all parts of the country, holding positions of honor and trust in some of the largest merchantile houses.

**The Kansas Wesleyan Business College use the  
Parker Lucky Curve Fountain Pen exclusively.**

The above engraving shows forty of their pupils, every one of whom owns a Parker Pen.

We would like to illustrate other progressive schools who can show a better record than the above, and will be glad to give them a lot of gratuitous advertising in all parts of the country.

## PRIZES

We shall be pleased to receive from any Shorthand School or Business College a photo of their pupils providing it shows a number of pupils who use and own a Parker Fountain Pen and the number in the picture exceeds the number shown in the Salina school.

The school submitting to us before December 6th, 1900, a photo showing the largest number of users as above will be given a prize of 1 doz. Parker Fountain Pens, value, \$ 30.00

The second largest

1-2 doz. Parker Fountain Pens, value, \$ 15.00

The third largest

1-4 doz. Parker Fountain Pens, value, \$ 7.50

Besides a large amount of free advertising you will get in our making known the awards.

Write to us about the matter and we can put you in a position to add many dollars to your income from your school.

### Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithograph label. Sells to every one who uses a Fountain Pen. Retails at from 15 to 25 cents per bottle. Price to the trade, 90 cents per dozen, net. Try a few dozen. It will almost sell itself.

THE  
PARKER  
PEN

### Parker's Ivory Paste.

Answers every requirement that mucilage can be put to, and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known, in office, library or school. Put up in handsome 4-ounce jars. Retail price, 20 cents. Net price to the trade, \$1.20 per dozen. Try one-quarter gross and you will soon order more. We cannot recommend this great convenience too strongly.

The Parker Typewriter Ribbon, for any standard machine, 75 cents each, or \$4.50 per doz. net to the trade.



The Parker Pen Company,

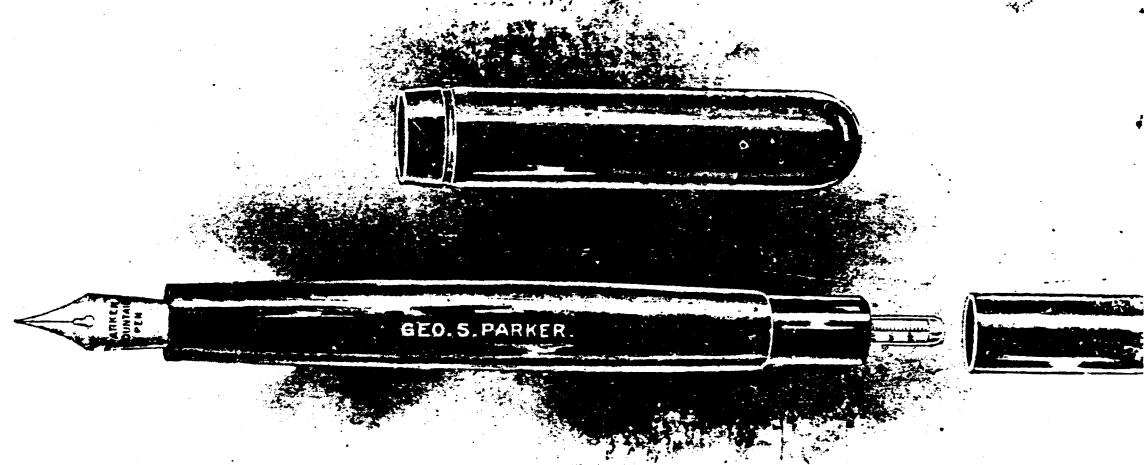
Janesville, Wis.

DIRECT MAIL ADVERTISEMENT, ca. 1901-1906

about 1879

# PARKER LUCKY CURVE FOUNTAIN PEN.

To the Physician:



Physician's Pen. Price, \$5.00. With size larger Pen, \$6.00

DOCTOR: Are you aware of the fact that we can supply you with one of the most useful articles, for which you would find daily use —A PARKER FOUNTAIN PEN, which is the world's standard in fountain pens, ready to use for writing prescriptions, making notes, keeping records, answering correspondence, etc.? More than this. Into the end opposite the pen point end is fitted an accurate

## PHYSICIAN'S CLINICAL THERMOMETER

When the secondary cap is fitted over the end the fountain looks no different from the regular Parker Pen. Remove this little cap and the end of the thermometer is exposed as shown in the cut.



No. 24. Plain or Fancy Chased Barrel. Screw Joint. Price, \$4.00.

This pen is much larger than the general run of pens and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "steel" too, all its own. (We can recommend it as one of the finest pens ever made. (This pen fitted for Manufolding, Shorthand or Bookkeeping.)



No. 20. Plain or Fancy Chased Barrel. Screw Joint. Price, \$2.50.

Made with smooth or threaded end where fingers grasp the fountain pen. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pens as wanted.

It is the *ne plus ultra*. It is a convenience you owe it to yourself to own. More comfort and convenience will be found in this combination than in any other known to the Doctor.

For those who own their own thermometer and wish a fountain pen alone, we will supply the famous Parker in these styles.

Any pen sent postage paid to any part of the world on receipt of price.

Please state style of pen you wish, whether fine, coarse or stub. Better yet, send a sample of your favorite steel pen, and we can fit you as well as tho' you called in person.

NEW YORK CITY.

MR. GEO. S. PARKER, Janesville, Wis.

Dear Sir—I ventured the purchase of one of your pens this morning. I like the construction of it. The mechanical device is scientific. It is a manifest improvement over anything I have tried and I have used nearly every pen that has been on the market since Prince introduced the Probean fountain in 1855 or '56. Yours truly,

DR. WILLIAM L. MOORE.

## Myers' Printing House

313 St. Charles St.

New Orleans, La.

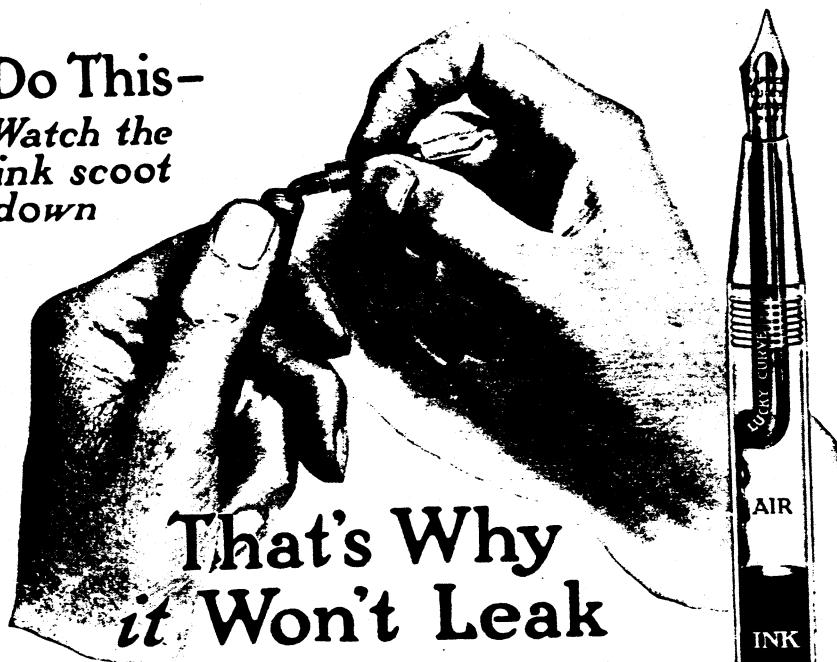
# Descriptive Circular and Condensed Price List

OF

# Geo. S. Parker Lucky Curve Fountain Pens

**Do This—**

*Watch the  
ink scoot  
down*



**That's Why  
it Won't Leak**

**T**HE inside of a fountain pen, sitting point up, consists of a tiny feed tube running from pen point straight down into a space of air. Below the air is the ink.

In an ordinary fountain pen ink stays in the feed tube even when the pen is point up.

The body heats the air in the air space. Then the warm air expands, pushes up through the feed tube, pushes out the ink hanging there, pushes it out over the writing end of the pen. Result, the writer's fingers are smeared when he removes the cap to write.

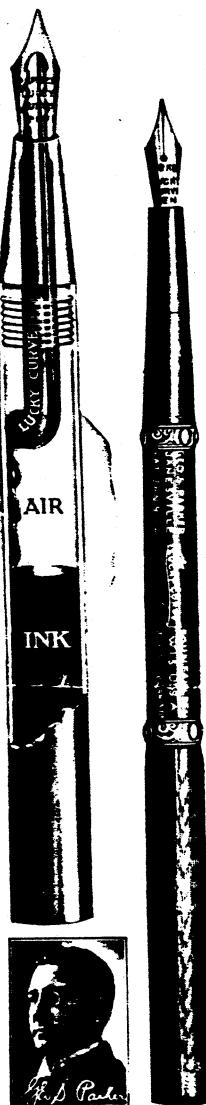
The Parker Fountain Pen has abolished leaking by curving the feed tube over against the inside wall of the barrel. The touching of the end of the tube to the wall sucks the tube empty the instant you set the pen in your pocket. So no ink is forced out when the warm air expands through the tube.

This suction is caused by capillary attraction, that peculiar Force of Nature which makes a dandelion stem suck water, or a lamp wick suck oil, or a lump of sugar suck coffee.

Unscrew any Parker Fountain Pen; fill the feed tube with ink; touch the "Lucky Curve" to the barrel wall, as in above picture; watch the ink scoot down, and thus prove to yourself that there is no ink to leak out and no chance to smear your fingers.

There's never a hitch or skip in flow of ink from a Parker Pen. Made in Self-filling, Safety, and Standard styles; plain, gold or silver mounted; 14-K gold pen, iridium point; prices \$1.50 to \$250. The only pocket clip that recedes out of the way when you slip cap off to write.

Parker Fountain Pens are made in all styles, plain, gold or silver mounted. All have 14-K gold pens with Iridium points. Prices \$1.50 to \$250.00.



Get one today. If unsatisfactory, dealer refunds cheerfully, as we protect him from loss.

If dealer doesn't keep them, send us his name, and we'll send you our artistic catalogue and fill your order direct.

# **PARKER LUCKY CURVE FOUNTAIN PEN**

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**STANDARD — SELF FILLER — JACK KNIFE SAFETY**

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**The Parker Pen Company, Janesville, Wisconsin, U. S. A.**

# Parker Jack Knife Safety Fountain Pens

Think of a fountain pen so small and handy that it slips flat into a vest pocket or into a lady's purse. Think of a fountain pen so trustworthy that you can carry it in your trousers pocket along with your jack knife, and never have a thought of its leaking.

Well, that's the Parker Jack Knife Safety.

It is the only absolutely leak-proof fountain pen. Carry it in any position—even upside down, and it won't leak.

Baby size shown in cut, with No. 2 gold pen costs \$2.50; No. 20, regular size, \$2.50. Others, \$3.00, \$4.00, \$5.00, according to size.



No. 20. Jack Knife Safety, Baby size. \$2.50.

One of the daintiest and handiest pens to be had. Comes in red rubber if so ordered. Be sure to specify whether baby or regular size is desired.



No. 20 1/2 Jack Knife Safety, Chased Barrel, \$2.50.

This shows how the safety pen looks with the chased or engraved barrel. Any of the safety pens in plain black except the baby size No. 20. can be supplied with chased barrels and cap as shown when so ordered.



No. 23 Jack Knife Safety Pen. Price \$3.00.

This is fitted with a No. 8 gold pen. This pen can be supplied in black or red or fancy chased barrel in the black. A very big seller. Can be had in Regular length or Baby size. Other sizes, No. 24, \$4.00; No. 25, \$5.00.



No. 24. Jack Knife Safety Pen. Price \$4.00.

Has a splendid easy writing No. 4 gold pen of any desired flexibility. Regular length or Baby size as preferred. Holds a liberal supply of ink and is a decidedly popular number.



No. 14. Jack Knife Safety Pen, Sterling Silver Mountings, \$5.00. No. 16. Jack Knife Safety, Rolled Gold Mountings, \$6.00.

This beautiful little pen is a source of admiration and a delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



No. 20 Jack Knife Safety, One Gold Band \$3.00. Two Gold Bands, \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands.



No. 45. Jack Knife Safety Pen. \$6.50.

This follows closely the general design of our regular 45 but the size is that of No. 20 Jack Knife. Corrugated Pearl slabs of varying styles and colors are held in place by decorative gold bands. The cap is plain black, but mounted at the end is a pearl crown or a fancy stone setting.

No. 15. Jack Knife Safety Pen. \$7.00.

Very similar in style to our regular No. 15 but the size is the same as No. 20 Jack Knife. Different varieties of pearl slabs are used and these are held in place by gold bands. The cap is covered with the same neat gold filigree that is used on No. 15. Space on cap for engraving name of owner. An exquisite pen bound to please.

Any of the Jack Knife Safety Pens may be had with any style pen point and also in different barrels, plain black, red, mottled or chased unless otherwise noted.

**Beautifully Colored Slides for moving picture machine with dealer's name on, free to any Parker Pen dealer who will agree to use them locally.**

# Pens

purse. Think  
ife, and never

and it won't  
,\$4.00, \$5.00,

or regular size is

baby size No. 20.

big seller. Can

liberal supply of

ngs, \$6.00.  
It is fitted with a  
sizes at the same

is to be fitted

slabs of varying  
or a fancy stone

slabs are used and  
or engraving name  
mottled or chased?

by Parker Pen

## Parker Standard Lucky Curve Fountain Pens



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Feed and Screw Joint. Fully warranted. It is the lowest price of any Parker "Lucky Curve" made. This is fitted with shoulder cap. Does not come in chased or red barrels.



No. 18. Price \$2.00.

A pen of quality at a popular price. Has the "Anti-Break," Slipover cap. Black, mottled, red or chased barrel.



No. 20 1/2. Chased. Price \$2.50.

This is the same as our regular No. 20. The only exception is the fancy chasing on the barrel and cap. No. 28 1/2 similar but with larger gold pen. Price \$3.00.



No. 20 1/2. Ladies Size. Price \$2.50.

The above cut shows ladies size of No. 20 1/2. We also have ladies sizes in Nos. 23 1/2 and 24 1/2, the barrels of which are more slender than the regular sizes of these numbers. Prices respectively \$2.50, \$3.00 and \$4.00. The size of the gold pen in No. 20 1/2 is No. 2; in No. 28 1/2 is No. 3, and in No. 24 1/2 is No. 4.

This pen is designed to meet the demand for a fountain pen that has the feel of a lead pencil with a large gold pen as possible. In ordering any of the above numbers be sure to state ladies size.



No. 23 1/2. Chased. Price \$3.00.

This new style makes its first appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a Lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 24 1/2. Chased. Price \$4.00.

In size it is a duplicate of No. 24 (plain barrel) two sizes larger than No. 20. One of the most satisfactory pens for general use. Has No. 4 gold pen which writes very smoothly. A decided favorite.



No. 25. Price \$5.00.

If you prefer writing with a large fountain pen, you will find No. 25 the one to choose. Holds a liberal supply of ink and is equipped with a splendid No. 5 gold pen of superior writing qualities that you can only secure in larger gold pens.



No. 51. Price \$3.50.

This is very plain with a single gold or silver ornament in center of barrel for name plate. It is so odd and yet so unique that it has already become a decided favorite.



No. 42 1/2. Price \$4.50.

This pen represents a new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 50. Price \$5.00.

Simple, neat and attractive, barrel perfectly plain, cap crowned with white surrounded by gold band. A dignified yet rich looking pen that is highly prized by many.

Ink—to make you think. Regular Fountain Pen Ink—neat package and a big seller. Retails 25c. Traveler's Ink, safety bottle, packed in screw top wooden case. A big seller also, 25c.

# Parker Mounted Gift Fountain Pens



No. 33. Price \$5.50.

Here is an exceptional value in an 18 Karat gold plated mounted pen. The design is dignified and artistic.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold Filigree, \$6.00.

The sterling silver mounting makes a very handsome appearing pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern above, solid 18 Karat Gold plate will wear for many years. Price \$6.00.



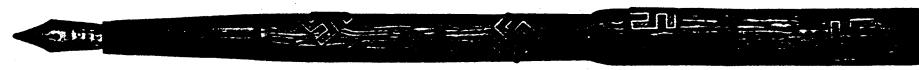
No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tined pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate. One of the most remarkable values ever offered in mounted pen.



No. 47. Price \$10.00.

We can safely say no more beautiful pen of this kind was ever made. Gold bands on either end of barrel to hold the pearl in place. Note the enlarged pearl barrel. Cap covered with beautiful 18 Karat Gold plate floral design. Space on top left blank for engraving owner's name.



No. 53. Price \$15.00. 18 Karat Gold Plate Covered.

This is one of the Swastika design of good luck. Has the appearance of old gold in time lines and ridges. As a present for a young lady or a birthday or holiday gift for anyone, it would be treasured for its beauty and usefulness. Beautiful morocco box without extra charge. No. 52. With sterling Hammered Swastika. Design very similar to No. 53. Price \$12.00.



No. 60. The New Awanyu design, 18 K. gold filled. Price \$20.00.

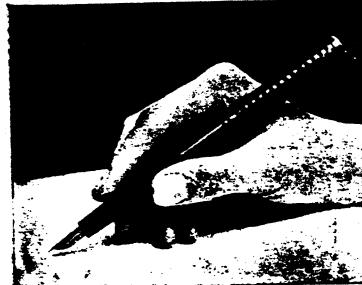
"Awanyu" Aztec Indian design. Design hundreds of years old, but just recently discovered by Archeologists. Awanyu means the giver of life and the good that all hope may be their lot. The goldsmith who worked on this design has succeeded beyond our anticipations. Price, solid silver, No. 56, \$16.00. Don't fail to order one of these pens with the unique, beautiful and mystical design.



No. 57. Awanyu. Hammered Silver. Price \$10.00. Same pattern gold filled, No. 58, \$12.00.

This new pen, the emblem of which stands for good luck, promises to be a record breaker as a seller. Be sure and order one or more to make your selection complete.

## The Level-Lock Clip



Level-Lock Clip When Writing (Invisible)

("The clip that disappears.") You have seen Clips and Clips and then you have never before seen a clip like the Level-Lock. It is visible above the surface of the cap only when the cap is over the pen point end, when on the other end of the fountain it drops out of sight and nothing but a neat little nickel name plate is visible. When putting the pen in your coat pocket the pen cannot catch on the clip because it is made so as to make it impossible to do so, yet the nozzle automatically pushes the clip in position when cap is over the pen.

It grips the pocket and holds but does not tear it. Two little holes are in the cap and the clip is held in place by the bridge formed between the holes and also a small brass collar in the upper end of the cap.

Altogether it is the one clip that fills the idea of what a clip should be. They cannot be sold separately.



Level Lock Clip in Pocket

from the cap owing to the fact each Level-Lock must be fitted to the cap. The retail price is only 25¢ in addition to the price of a cap. If after ordering some you do not say they are 500 per cent better than any clip you ever saw send them back for credit.

Sept 14

No. 15—Price \$7.00. Mounted with rich pearl slabs, held in place by two gold filled bands. Cap covered with gold filled hinge. A very beautiful pen.



No. 21½—Price \$3.50. With Lever Lock Clip, \$3.75. Fancy chased barrel and cap, mounted with two gold filled bands.



No. 20½—Price \$2.50. With Lever Lock Clip, \$2.75. Beautiful chased barrel and cap. A very popular pen.



Why  
**DACKER**  
FOUNTAIN PENS  
are  
Better—

Circa 1911

Mrs.  
Champfleit

Circa 1911

# La Diferencia Esencial en las Plumas-Fuente



Clase de  
Alimentación  
Recta para  
la Tinta.

La Idea que ha Logrado que las Plumas-Fuente sean serviciales en la vida comercial ha sido la invención de la "Lucky Curve" (la comba afortunada) que se usa exclusivamente en las Plumas-Fuente "Lucky Curve" de Parker.

No hay otra pluma que esté hecha precisamente como la de Parker, ni tan buena. La Pluma de Parker tiene la alimentación *combada* para la tinta — todas las demás plumas tienen la alimentación recta ordinaria para la tinta. Este es un perfeccionamiento para la pluma-fuente que logra que la de Parker sea aseada y impide el mancharse los dedos y la ropa cuando se le quita la tapa

para escribir. Este rasgo exclusivo patentado de Parker es de una importancia tan esencial que sólo significa que hay dos clases de plumas—la Pluma-fuente "Lucky Curve" satisfactoria de Parker y clase poco satisfactoria de alimentación recta para la tinta.

La pluma corta rechoncha que se ve en el grabado es la Pluma-fuente nueva "Jack Knife" de Seguridad, de Parker. Es sencilla, práctica, duradera y de una comodidad maravillosa. Se puede llevar en cualquiera posición y no se puede escurrir la tinta. No importa la manerda de llevarla, aun cuando se lleve lo de arriba abajo, no hay riesgo de que se escurra la tinta. Con toda esta perfección de servicio es de construcción sencilla, sin válvulas, embolos o mecanismo de desaparición. Tiene la "Lucky Curve" como las plumas mayores de Parker.



"Lucky  
Curve"  
de  
Parker.

## Casas de Responsabilidad Podrán Conseguir la Agencia Para Esta Pluma Notable.

Una Magnifica Vitrina de Balde. Una vitrina linda de cristal acilindrado se suministra de balde si se solicita al hacerse el pedido de ya sea de 4, 6, 8, 12, 18, 24 docenas de las Plumas-fuente de Parker.

En esta caja de exhibición encontraría un elegantísimo mueble para su establecimiento, así como que será de inestimable valor para atraer la atención de sus clientes á su espléndido ramo de Plumas Fuentes "Parker".

Según se indica al dorso, podemos si así Ud. lo desea entregar los artículos á cualquier casa exportadora de la ciudad de Nueva York para que si tuvieran que efectuar otro embarque puedan hacer que la caja y las plumas sean remitidas al mismo tiempo y de esta manera reducir los gastos de transportación. Hemos visto que en algunos países los gastos de transportación, derechos aduanales, etc., son excesivamente enormes en estas vitrinas ó cajas de exhibiciones, mientras que en otros países los gastos son moderados.

Esto me hará experimentar el grandísimo placer de recibir su próxima contestación; y, sus cartas y sus pedidos recibirán mi más sincera y cuidadosa atención.

Será para mí altamente inestimable la oportunidad de entrar en relaciones comerciales con Ud., y apreciaré grandemente el honor que me dispense remitiéndome su estimado pedido prontamente. Hallará que nuestras negociaciones son sumamente aceptables y que el ramo de Plumas Fuentes "Parker" es una fuente inagotable y lucrativa. Y, por lo tanto, permítame suplicarle la remisión de su pedido inmediatamente, pues, es fácil olvidar esta excepcional oportunidad si se pospone la acción. Espero tener el placer de recibir su favorable contestación, dada su amabilidad exquisita.



**PARKER PEN COMPANY,**

GEO. S. PARKER,  
Presidente.

Janesville, Wis., E. U. A.

# Pliego de Descuentos Confidenciales Para Los Comerciantes

Al comerciante: Safe esta hoja y guárdela para su propio gabinete. Podrá Ud. entonces mostrarles á sus clientes este catálogo si se deseare algo especial que no lleva Ud. en el surtido y no se enterarán ellos de lo que le cuestan á Ud. los artículos.

## LOS SURTIDOS MODELOS DE PARKER

Caja No. 2	4 docenas surtidas.	Caja No. 4	12 docenas surtidas.
UN SURTIDO IDEAL \$80.01 NETO.		UN SURTIDO MAGNIFICO \$240.03 NETO.	
7 No. 1 . . . . .	\$ 10.50	Bien escogido, completo y deja grandes utilidades.	
1 " 6 . . . . .	3.00	24 No. 1 . . . . .	\$ 36.00
1 " 9 . . . . .	4.00	2 " 6 . . . . .	6.00
1 " 16 . . . . .	6.00	2 " 9 . . . . .	8.00
8 " 18 & 18½ . . . . .	16.00	1 " 14 . . . . .	5.00
9 " 20 & 20½ . . . . .	22.50	2 " 15 . . . . .	14.00
1 " 21½ . . . . .	8.50	2 " 16 . . . . .	12.00
1 " 23 & 23½ . . . . .	12.00	24 " 18 & 18½ . . . . .	48.00
1 " 23 Hexagon . . . . .	3.00	24 " 20 & 20½ . . . . .	60.00
2 " 24 & 24½ . . . . .	8.00	4 " 21 & 21½ . . . . .	14.00
1 " 25 . . . . .	5.00	13 " 23 & 23½ . . . . .	39.00
1 " 28 . . . . .	7.00	1 " 23 Hexagon . . . . .	3.00
1 " 33 . . . . .	5.50	6 " 24 & 24½ . . . . .	24.00
1 " 42½ . . . . .	4.50	2 " 25 & 25½ . . . . .	10.00
1 " 45 . . . . .	6.50	1 " 26 . . . . .	6.00
1 " 24.2 Dandas o Aro de Oro . . . . .	5.00	1 " 28½ . . . . .	7.00
1 " 20 pequeño "Jack Knife" . . . . .	2.50	1 " 33 . . . . .	5.50
1 " 20 Jack Knife . . . . .	2.50	1 " 34 . . . . .	4.50
1 " 23 . . . . .	3.00	1 " 35 . . . . .	10.00
1 " 24 . . . . .	4.00	1 " 41 . . . . .	8.50
1 " 25 . . . . .	5.00	2 " 42½ . . . . .	9.00
1 " 23 . . . . . ; 1 Aro de Oro . . . . .	3.50	1 " 45 . . . . .	6.50
1 " 23 . . . . . ; 2 Aros de Oro . . . . .	4.00	1 " 47 . . . . .	10.00
48 Menos el 40 y 10 por ciento . . . . .	\$146.50	1 " 50 . . . . .	5.00
	67.39	1 " 24½, 2 Aros . . . . .	5.00
9 Agarras de Níquel a 10c . . . . .	\$79.11	1 " 25½, 2 Aros . . . . .	6.00
	.90	4 " 20 pequeño "Jack Knife" . . . . .	10.00
	\$ 80.01	6 " 20 Jack Knife . . . . .	15.00
Caja No. 3	6 docenas surtidas.	4 " 23 . . . . .	12.00
UN SURTIDO SUPRAFINO \$120.05 NETO.		3 " 24 . . . . .	12.00
12 No. 1 . . . . .	\$ 18.00	1 " 25 . . . . .	5.00
2 " 6 . . . . .	6.00	1 " 20 . . . . .	3.00
1 " 9 . . . . .	4.00	1 " 23 . . . . .	3.50
1 " 15 . . . . .	7.00	1 " 24 . . . . .	4.00
1 " 16 . . . . .	6.00	1 " 24 . . . . .	4.50
11 " 18 & 18½ . . . . .	22.00	1 " 45 . . . . .	6.50
12 " 20 & 20½ . . . . .	30.00	1 " 47 . . . . .	10.00
2 " 21 & 21½ . . . . .	7.00	3 " 20 pequeño "Jack Knife" . . . . .	7.50
8 " 23 & 23½ . . . . .	24.00	3 " 20 Jack Knife . . . . .	7.50
1 " 23 Hexagon . . . . .	3.00	4 " 23 . . . . .	12.00
2 " 24 & 24½ . . . . .	8.00	2 " 24 . . . . .	8.00
1 " 25 . . . . .	5.00	1 " 25 . . . . .	5.00
1 " 28½ . . . . .	7.00	1 " 20 . . . . .	3.00
1 " 33 . . . . .	5.50	1 " 23 . . . . .	3.50
1 " 34 . . . . .	4.50	1 " 24 . . . . .	4.00
1 " 42½ . . . . .	4.50	1 " 24 . . . . .	4.50
1 " 45 . . . . .	6.50		5.00
1 " 47 . . . . .	10.00		
1 " 24½, 2 Aros de Oro . . . . .	5.00	144 Menos 40 y 10 por ciento . . . . .	\$439.50
			202.17
		2 Agarras de Oro . . . . .	.50
		22 Agarras de Níquel . . . . .	2.20
			\$237.33
			\$240.03
Caja No. 5	24 docenas surtidas.	EL DOBLE DE CADA ARTICULO QUE SE VE EN EL SURTIDO DE DOCE DOCENAS.	
UN Surtido Incomparable de utilidad de 24 docenas de las Plumas de Parker se confecciona de este modo.			

Estos son nuestros surtidos corrientes. Si acaso se necesitan surtidos especiales, el comerciante los podrá confeccionar de las plumas que se ven en el catálogo, de los tamaños de cuatro, seis, ocho, doce ó veinte y cuatro docenas. Los precios de los surtidos especiales han de variar según las plumas que se escogen y el precio total se podrá determinar, sumando el precio de cada una escogida, y después se le rebajará el descuento corriente para el comercio.

Los surtidos corrientes se componen de plumas escogidas después de muchos años de práctica y van bien equilibradas y escogidas apropiadamente. Recomendamos que se nos hagan pedidos de los surtidos corrientes.

Vitrinas hermosas de cristal acilindrado se envían con nuestros surtidos completos, cuando se nos piden. En algunos países el costo de los gastos de trasportación, los derechos de aduana y las retribuciones exceden sumamente el valor de la vitrina. En los casos en que el comerciante esté dispuesto a pagar estos cargos excesivos, tendremos gusto en remitirle la vitrina hermosa, envasada firmemente, de balde.

Si Ud. incluyese plumas de coronas de color, ha de aumentar el costo total de dichas Plumas-fuente, por diez centavos adicionales por un color y 25 centavos adicionales por dos colores en cada pluma de la clase que se escoja.

## LOS DESCUENTOS

Sírvase leer con detenimiento. Los descuentos se conceden á los detallistas quienes compran para revender y quienes se comprometen á no vender sino á los precios completos de al detal. Solamente los comerciantes ya indicados tienen derecho á los precios del comercio y á estos los siguientes descuentos les corresponden.

En los pedidos cuyo importe es de una docena para arriba, el descuento es el 40 y 10% en las Plumas Corrientes y las "Jack Knife" de Seguridad. El descuento en las Llenadura Automática es de 40%.

Condiciones de venta: Todos los precios cotizados son con la entrega de la mercancía franca abordo en Nueva York. Haremos el envío á cualquiera agente exportador de Nueva York que se deseé designar. Las mercancías remitidas de este modo á una casa responsable de Nueva York tienen un descuento adicional del 2%.

Las casas que quisiéren comerciar directamente tendrán la bondad de suministrarnos referencias comerciales de los Estados Unidos ó si no, una carta de la plaza en que están establecidos. Cuando ésto se haga las mercancías se remitirán facturadas directamente con un plazo de 90 días.

Al hacerse un pedido, tenga la bondad de especificar las instrucciones de embarque ó remisión en todo detalle como también toda instrucción especial que se necesite para guardar las disposiciones de la Aduana de ese país.

Nota.—Todos los precios que se ven en el catálogo y en esta hoja de descuento están basados en el equivalente en la moneda de oro del monto indicado en la moneda de los Estados Unidos.

Tenga la bondad de leer nuestro catálogo todo y detenidamente pues proporciona datos completos sobre todo asunto que se relaciona con la ejecución satisfactoria de sus encargos.

Circa 1911

Mo. Saty

**S**O FORCIBLY have I brought out the indispensable value of the "Lucky Curve" feed in my advertising and so well planned has been the whole campaign that the results already shown indicate the biggest year Parker Pens have yet experienced. I had full confidence in the success of my plans and prepared beforehand for a substantial increase in business.

New dealers can, therefore, send in their orders with the assurance that we are ready to fill them promptly and then they too can enjoy the fruits of this extensive advertising campaign.

Present customers should favor us with their filling in order by return mail for NOW is surely the time to have your stock complete and up to the minute.

The Parker Pen line is more varied, more complete and more attractive than ever. Some splendid numbers have been added. The Jack Knife Safety Pen has developed into such a wonderful seller that we now have a dozen varieties of this alone.

Besides this, there are many styles and sizes to be had in the Standard "Lucky Curve", in the Self-Filler, in the Jointless and in the mounted Parker Pens. Below is illustrated a few of our most popular numbers.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Feed and Screw Joint. Fully warranted. It is the lowest in price of any Parker "Lucky Curve" made. This is fitted with shoulder cap. Does not come in chased or red barrels.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as our regular No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap.



No. 42 1/2. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. In excellent taste that makes it appeal favorably to everyone.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slate, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate. One of the most remarkable values ever offered in a mounted pen.



No. 20 Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this

No. 20 Jack Knife Safety Pen, "Baby" Size, has a shorter barrel than the No. 20 regular and is a very convenient size for the vest pocket or a ladies' purse. Price \$2.50. Be sure to specify whether Regular or Baby Size is wanted. Other Jack Knife Pens range in price from \$2.50 to \$7.00 according to size and ornamentation. See the advertisement on the other side and note particularly about the unique convenience of the Jack Knife Pen.

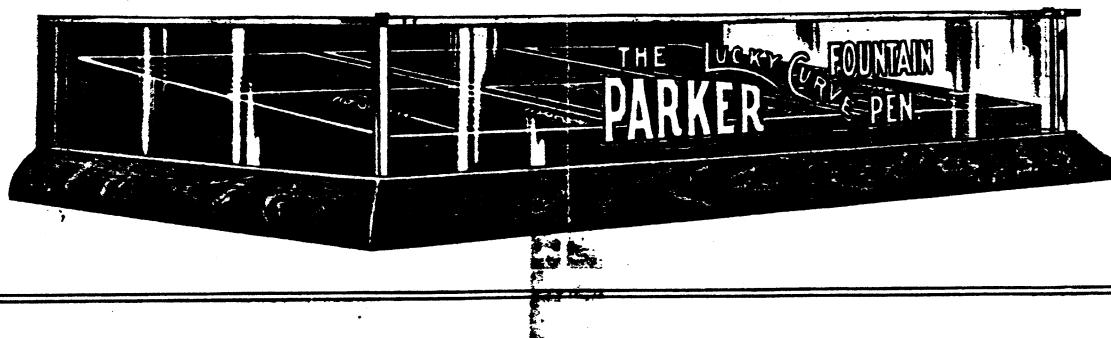
Quite an array of new display material and other selling helps are ready for our dealers. There is included a set of catchy window cards, some new picture hangers, of very striking design, embossed signs, posters of several kinds and attractive circulars for counter distribution. The "Big Clock" for a central window display piece is a clever idea and is bound to attract unusual attention.

We make it a point to send out a selection of these with each order.

**About Show Cases.** You would find one of these handsome plate glass cases a creditable addition to your fixtures no matter how elegant they may be. It would show the pens so conveniently for you and so attractively to your customers as to make it a great help toward sales. These cases come in oak and in mahogany birch and can be had to match your store fixtures if desired. The sizes are 2, 3, 4, 6, 8, 12, 18 and 24 dozen and accompany assortments of corresponding size. Refer to the confidential discount sheet and see the splendid profits these assortments will bring you. I especially recommend the eight dozen case assortment for the average retail business.

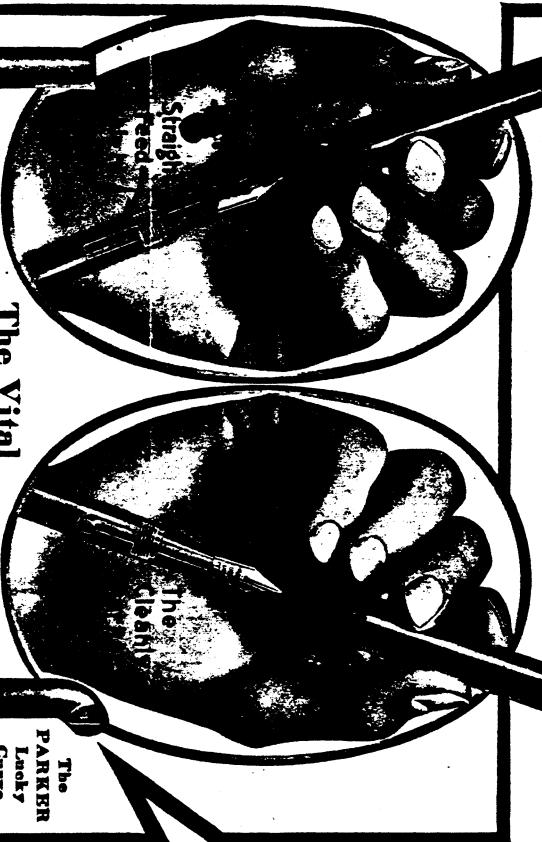
NOW is the real opportunity. There is surely no better time to join the ranks of the dealers who are reaping big profits from their Parker pen sales.

G.S. Parker



This is a Reproduction of Our Big Double Page Spread in Hampton's, Short Stories and Others Which Has Caused so Much Favorable Comment

Your Only Choice is Between the  
**PARKER** Lucky Curve Fountain Pen,  
cleanly because of the curved ink feed, and the  
common straight ink feed inferior type that soils  
your fingers when you remove the cap



### The Vital

#### Difference in Fountain Pens

The illustration on the left is characteristic of the ordinary—in other words, the *straight ink feed* type of fountain pen—which means *every* fountain pen except the PARKER, which alone has a *curved ink feed*. When you stop writing with the common straight ink feed pen, ink sticks in the feed channel. Then when you return the pen to your pocket, the heat of the body expands air in the reservoir and forces ink in the feed channel out into the cap.

That's why you need to wipe off the nozzle of straight ink feed pens before you can write—why you smear fingers and linen when you remove the cap to write.

The picture on the right illustrates the Lucky Curve feature of the PARKER Lucky Curve Fountain Pen—always cleanly when you remove the cap to write, because it has the *curved ink feed*.

*If there is no ink in the ink channel, none can be forced into the cap.*

*The Parker is cleanly because of the self-draining Lucky Curve ink feed.*

*There are only two kinds of fountain pens: The inferior straight ink feed type and the Parker, cleanly because of the lucky curve.*

(See Opposite Page.)

**PARKER PEN COMPANY**, G. S. Parker, Pres., 118 Mill St., Janesville, Wis.

The  
PARKER  
Lucky  
Curve  
Fountain  
Pen  
Superior  
to All  
Others

Red  
Absent  
the  
Vital  
Point  
That  
Makes  
PARKER  
Lucky  
Curve  
Fountain  
Pen  
Superior  
to All  
Others

The PARKER  
Jack-Knife Safety

Sold by Dealers on  
Ten Days' Test Trial

*My idea is to have PARKER Pens sell themselves. It's*

*a case of "Try Before You Buy," with the Parker.*

*Remember, when you buy you carry the Parker Pen ten*

*days before he calls it a sale. That's so you can be*

*sure to get the size barrel and pen point most suitable*

*for you—and to let the PARKER prove its*

*superiority and cleanliness. If the pen is not as*

*good as I recommend, take it back and your*

*money will be refunded. A year's insurance*

*policy against accidental breakage and a*

*breakage guarantee goes with every Parker*

*Lucky Curve Fountain Pen. If you can't*

*find a Parker dealer write to me. Prices*

*range from \$1.50 to \$2.50.*

*Beautiful catalog showing all styles,*

*designs and prices—free.*

**PARKER PEN COMPANY**

PARKER PEN CO. (Retail)

118 Mill St., New York City

Canadian Pencil Company, Montreal, Quebec

European Branch: Parker Pen Co., Stuttgart, Germany

JACK-KNIFE  
SAFETY

PARKER  
JACK-KNIFE

SAFETY

Ca. 1914

*Parker*

## TO OUR FRIENDS

We have made this pen the very best we knew how. If the writer was going to use it as his personal pen no more care and attention would be given it than we have bestowed upon this very pen. If it is not perfect in every particular we will deem it a privilege as well as a pleasure to make it so.

We want you to be so well pleased with the pen that it will be a pleasure to recommend it to your friends. If you care to tell us how you are pleased with it, or to give us the names of friends whom in your opinion might like to become purchasers it will certainly be appreciated as a personal favor by Mr. Parker.

We hope that this pen may prove to be a pleasant as well as a useful companion and with it goes the best wishes of

Sincerely yours,

GEO. S. PARKER

### PLEASE READ



When buying a Fountain Pen, unscrew the nozzle here as shown, and look for the Lucky Curve. If you don't see it, it's not a Parker. Defer your purchase until you find it, if you want to avoid the annoyance of inky fingers.



No. 1. Price \$1.50. Plain Barrel Parker Lucky Curve. A neat little pen. Has the "Lucky Curve" feed and screw joint. Does not have the "Anti-Break" Cap. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 20. Price \$2.50. Plain or Chased Barrel. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse, or stub pen, as wanted.



No. 15. Price \$7.00. Pearl Barrel with Gold Bands. One of the prettiest in our line of fancy pens. Gold filigree on Cap. Name plate, so the name of owner can be engraved on same. This cut does not begin to show the beauty of this magnificent creation.



No. 20 Jack Knife Safety Pen. Price \$2.50. Can be carried in ANY POSITION and still not leak. One of the most phenomenal sellers ever placed on the market. A convenience you will appreciate if you but use it.

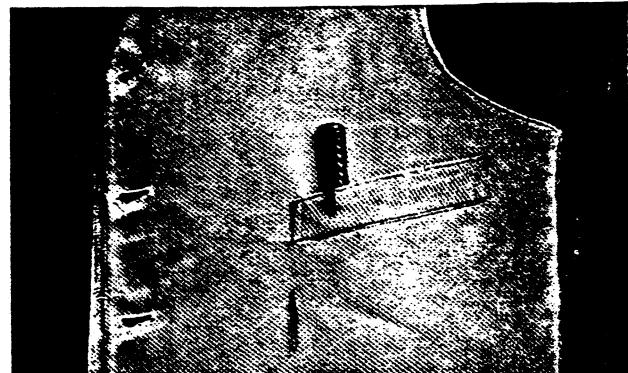
PARKER TRAVELERS' FOUNTAIN INK—Just the thing for everyone. The handiest thing out. Each bottle packed in a handsome screwed top, colored wood case. Bottle fitted with patent filler which acts as stopper as well, making it a regular safety bottle. Price 25 cents.

("The clip that disappears.") You have seen Clips and Clips and then some. But you have never before seen a clip like the Level-Lock. It is visible above the surface of the cap only when the cap is over the pen point end, when on the other end of the fountain it drops out of sight and nothing but a neat little nickel name plate is visible. When placing the cap over the pen point the pen cannot catch on the clip because it is made so as to make it impossible to do so, yet the nozzle automatically pushes the clip in position when cap is over the pen.

It grips the pocket and holds but does not tear it. Two little holes are cut into the cap and the clip is held in place by the bridge formed between the holes and also a small brass collar in the upper end of the cap.

Altogether it is the one clip that fills the idea of what a clip should be. They cannot be sold separate from the cap owing to the fact each Level-Lock must be fitted to the cap. The retail price is only 25c in addition to the price of a cap. If after ordering some you do not say they are 500 per cent better than any clip you ever saw send them back for credit.

### THE LEVEL-LOCK CLIP IN POCKET



**THE PARKER PEN COMPANY, JANEVILLE, WIS., U. S. A.**

## WHAT TO DO

IF YOU DON'T KNOW ALL ABOUT A FOUNTAIN PEN, DON'T USE THIS PEN UNTIL YOU READ THE FOLLOWING:

To get good results in using Fountain Pens the exercise of common sense is essential.

Remember, when a pen is new and filled for the first time the ink will probably run out in a stream, because ink will not adhere to a dry surface. If yours "leaks," or "blots," examine it and in ninety-nine times out of one hundred you will find that the only trouble is that IT NEEDS RE-FILLING. Do so and the trouble will VANISH LIKE MAGIC. Keep AIR VENT in cap open when carried. Failure to do this will cause INKY NOZZLE. When fountain is filled for first time it may refuse to write properly, or it may blot, or even RUN A STREAM. Take a well sharpened LEAD PENCIL, rub it over slit in pen, also get ink BETWEEN FEEDER and walls of underside of pen, and you will soon control the flow. Keep nozzle clean—gold pen shiny.

SIMPLE SUGGESTIONS, BUT YOU ARE WISE IF YOU WILL FOLLOW THEM.

Remember your fountain pen is a POCKET INK BOTTLE. If it is carried upside down, laid flat, as a man sometimes does when he takes off his vest at night—ink, may in these cases run into the cap. If so, wipe out and avoid making the same mistake twice.

Never Remove Pen or Feeder. Never pull cap off, but twist it off, and avoid the possibility of cracking the cap and sucking the ink from the barrel, as is liable when the cap is pulled off suddenly. When the fountain is not in use always keep cap on pen point end so the ink will not dry up and clog the pen.

INK—An important subject in connection with Fountain Pens. No fountain pen will work well with poor ink. Only the best writing fluid should be used. The Parker Writing Fluid is undoubtedly the best ink for Fountain Pens, and may be had from all dealers or from us.

When the pen is first taken up, the warmth of the hand may heat the ink and air in the barrel, causing it to expand and possibly expel a few drops of ink. This overflowing only occurs when the pen is taken up and laid down frequently. Keeping the reservoir well filled obviates this.

If pen should leak at joint so as to soil fingers, it indicates that nozzle is not screwed up to barrel as tight as necessary, or else some foreign matter such as a piece of lint or dirt is there, preventing a perfect union. Unscrew the nozzle and wipe off its face carefully. Care should be exercised in never scratching face of barrel coming in contact with face of nozzle, as a scratch, no matter how minute, will cause a leak. In case of such trouble pen should immediately be returned to factory with statement of trouble so it can be remedied.

If the fountain does not do satisfactory work after following the foregoing, or for any reason, send it to us with twelve cents, for registry fee and return postage, and if parts are not broken, we will remedy it free of charge. Do not fail to mark package with name and address.

ABSENT MINDED PEOPLE sometimes send us a pen for repairs or exchange, without any mark or name on package to indicate to us to whom package belongs.

OTHER ABSENT MINDED PEOPLE send us pens with ink in the barrels. Never do this, as the ink is sure to be jarred out in passing through the mails.

NEVER FAIL to mark each package with name and address; also send instructions.

IN SENDING FOR REPAIRS always send the whole fountain, so that missing parts can be fitted.

DO NOT FAIL to send twelve cents for registry fee and return postage, in addition to the price for part wanted; or if pen is sent for exchange, twelve cents must be sent as above.

We are not responsible for packages sent by mail, going or coming, unless instructed to register.

ALWAYS BE SURE, when sending a pen for repairs, to tell your troubles and state exactly what you want done.

Cash must always accompany orders for repairs.

GOLD PENS—No. 1, 75c; No. 2, \$1.25; No. 3, \$1.50; No. 4, \$2.00; No. 5, \$2.50; No. 6, \$3.00; No. 8, \$3.50; No. 12, \$5.00. Repointing any size, 50c.

REPOINTED Gold Pens are seldom, if ever, as good as new and are never warranted. It is cheaper and much more satisfactory in the long run to buy a new gold pen and turn the old one in as part pay. Gold pens represent just half the value of a plain fountain pen. A new gold pen for a \$2.50 fountain will cost \$1.25. New gold pen costing \$1.25, allowance of 25c for old gold pen; pen costing \$1.50, allowance of 35c for old gold pen; pen costing \$2.00, allowance of 50c for old gold pen; pen costing \$2.50, allowance of 75c for old gold pen; pen costing \$3.00, allowance of \$1 for old gold pen. Pen costing \$5.00, allowance of \$1.50 for old gold pen.

CAPS—All sizes up to No. 23 inclusive, as No. 1, 18, 20, 23, 25c; No. 24, 35c; No. 25, 45c; No. 26, 50c; No. 28, 60c; Red Giant, \$1.00.

FEEDS—All sizes up to No. 23 inclusive, as No. 1, 18, 20, 23, 30c; No. 24, 40c; No. 25, 45c; No. 26, 50c; No. 28, 80c; Red Giant, \$1.00.

SECTIONS—All sizes up to No. 23 inclusive, as No. 1, 18, 20, 23, 24, 40c; No. 25, 45c; No. 26, 50c; No. 28, 80c; Red Giant, \$1.00.

BARRELS—Plain or chased, No. 1 and No. 18, 50c; No. 20 and 23, 60c; No. 24, 80c; No. 25, \$1.00; No. 26, \$1.25; No. 28, \$1.50; Red Giant, \$2.00.

GOLD AND SILVER MOUNTED caps and barrels at special prices.

RUBBER SACKS for Self-Filling pens, 10c each.

PRESSURE BAR for Self-Filling pens, 25c each.

DIRECT ADVERTISING, ca 1914



Try one for 10 days, then decide if you want to keep it.

You cannot buy a pen more advantageously nor could you buy a better pen.

Parker Pens may be had in Screw Joint, Self Filling or Safety Styles.

The latter is particularly adopted to ladies use as it can be carried flat or in a bag without danger of soiling.

Parker Pens range in price from \$1.50 up, depending on size and ornamentation.

**ACCIDENT POLICY** given with each Parker Pen good for one year.

## BRING THIS COUPON TO THIS STORE

You may select any Parker Lucky Curve Fountain Pen from our assortment. Take it away in your pocket, try and test it for ten days. Then, if you are not satisfied that in every possible way it is a wholly satisfactory pen, and that you want to keep it, you may return it. We will refund your deposit money without delay or question.

Every Parker pen has the Lucky Curve. In point of efficiency one is as good as another. The prices vary only according to size and ornamentation.

The Parker comes either standard self-filling or safety. We can give you any size and "feel" of point you want. Special pens for bookkeeping, use with carbon paper, etc. The Parker, remember, is the only pen with a Lucky Curve feed—The only pen that will not leak ink into the cap when the heat of your body expands the air in the reservoir—no inking your fingers when you remove the cap to write with a PARKER.

Bring back this coupon and select just the pen to suit you exactly—try it and test it for ten days before you buy it.

## Good for Ten Days Free Trial

*G. S. Parker*

**This Coupon entitles bearer to ten days free trial of any Parker Lucky Curve Fountain Pen. The pen may be used for that period and returned within ten days unless damaged or broken by violence or misuse. For the dealer's protection, the value of the pen is required, but this deposit is held as security only, and is refunded any time within ten days on return of the pen if it does not prove satisfactory.**

Customer's Name \_\_\_\_\_

Dealer's Name \_\_\_\_\_

Date of Deposit \_\_\_\_\_

Amt. \$ \_\_\_\_\_



H.S. date  
APR 15 1916

# THE BIG SELLERS

The following are the big sellers: The \$2.50, \$3.00, \$4.00 and \$5.00 pens represent 90% of the needs and wants of the buying public.

Of course the No. 28, with a No. 8 pen, large barrel, etc., which sells at \$7.00 is a good seller. Even the "big fellow" the Black Giant with its No. 12 pen sells in surprisingly large numbers to those who want the "largest pen you make." The price of the Black Giant is \$10.

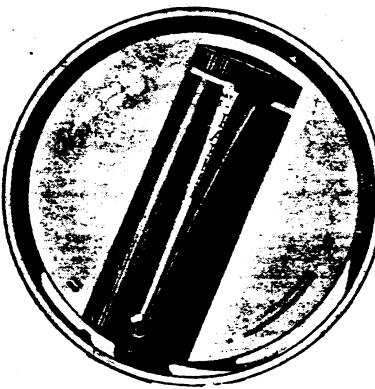
## The New Parker Clip is a Really Marvelous Seller

It is so far as we know the only clip HELD IN PLACE LIKE A WASHER. They can be ordered separately or fitted to the cap as wanted. It is no job to put them on, if you have some of the Parker Safety Sealed in stock not equipped with this great clip you can order them, and easily apply to the cap. There are no rivets, and no trouble. They will fit on no other pens, because they fit only our patent safety cap.

By the way, this clip is the only one we think, which enables the owner, if in the army, to pass inspection and at the same time have the pen in the pocket with the flap in place.

Ask any army man what he thinks of the Parker Safety Sealed and the Parker Clip, and you will then understand why there are more of these pens in the army and navy than all other makes combined.

The man in uniform cannot afford to use a hole in the wall lever type of pen when he can get a Parker Safety Sealed.



Everybody knows that the hard rubber barrel will outlast several of the soft rubber sacs, or ink reservoir inside. It naturally follows that on the breaking of the sac, if there is an aperture in the wall of the barrel, which there is in the lever type, the owner stands a good chance of having his uniform ink stained, to say nothing of his pen being totally out of commission until repairs may be had and which are not always at hand and especially on the battle front.

The Parker Safety Sealed does away with all this possible annoyance as the pen automatically changes from a self filler to a non-self filler in event of injury to the interior mechanism.

A pretty vital thing, don't you think?



No. 20 Parker Safety Sealed Self Filler. Price \$2.50. With Clip as shown, 25c extra.



No. 23½ Parker Safety Sealed Self Filler, \$3.00. With Clip, \$3.25.



No. 24½ Parker Safety Sealed Self Filler, \$4.00. Clip 25c extra.



No. 25 Parker Safety Sealed Self Filler, \$5.00. With clip, \$5.25.

Ca. 1916-1920

## PARKER Jack Knife Safety Fountain Pen

PATENTED

This is a Safety Pen. It has no complicated mechanism to get out of order, yet it is a Safety Pen. If you use it as directed below you will find it the best little friend that ever traveled with you.

The first thing to remember is:

**WHEN YOU UNSCREW THE CAP, HOLD THE FOUNTAIN PPOINTING UP.**

By so doing, whatever ink may have gotten into the little safety cap which goes over the pen will be drawn back into the reservoir by the cap point and the lucky curve.

This is a pen a lady can carry in her purse without fear of ink soiling the contents. This pen is also used by men who wish a short barrelled pen, and may be carried flat in the vest or coat pocket.

The nozzle of the pen is made a trifle wider than in the regular pen and with flat facing. The cap is fitted with a secondary cap which has a thread on name and which turns on the inside of the regular cap.

The cut herewith shows just how the cap is constructed. You will see that it is the outer cap and has a milled edge, which makes it easy for the finger to grasp. Always screw sufficiently tight to insure perfect contact with

INK—An important subject in connection with Fountain Pens. No fountain pen will work well with poor ink. Only the best writing fluid should be used.

Fountain Pens, and may be had from all dealers or from us.

If the fountain does not do satisfactory work after following the foregoing, or for any reason, send it us with fourteen cents for registry fee and return postage, and if parts are not broken, we will remedy it free of charge. **DO NOT MARK PARKER WITH NAME AND ADDRESS**

**AND ALSO SEND INSTRUCTIONS.**

We are not responsible for packages sent by mail, going or coming, unless instructed to register.

**IN SENDING FOR REPAIRS** always send the whole fountain, so that missing parts can be fitted.

Cash must accompany all orders for repairs.

**GOLD PENS**—No. 2, \$1.25; No. 3, \$1.50; No. 4, \$2.00; No. 5, \$2.50. Repointing any size.

**REPOINTED** Gold Pens are seldom, if ever, as good as new and are never warranted. It is cheaper and much more satisfactory in the long run to buy a new Gold pen and turn the old one in as part pay. All Gold pens represent just half the value of a plain fountain pen, for instance a new Gold pen for \$2.00 fountain costs \$1.25. New Gold pen costing \$1.25, allowance of 25¢ for old Gold pen, pen costing \$1.50, allowance of 30¢ for old Gold pen, pen costing \$1.50, allowance of 30¢ for old Gold pen, pen costing \$1.50, allowance of \$1.50 for old Gold pen.

**INNER CAP**—For sizes No. 20 and 23, 26c; No. 24, 30c; No. 25, 40c.

**OUTER CAPS**—All sizes up to No. 23, inclusive, as No. 1, 18, 20, 23, 26c; No. 24, 40c; No. 25, 45c;

**SUPPLYINGS**—for sizes No. 20, 23 and 24, 40c; No. 25, 45c.  
**PAINTINGS**—Paint in choice of No. 20 and 23, 60c; No. 24, 80c; No. 25, \$1.00.  
**GOLD AND SILVER MOUNTED caps and barrels** at special prices.  
**CASH MUST ALWAYS ACCOMPANY ORDERS FOR REPAIRS.**

**PARKER PEN COMPANY, JANESEVILLE, WIS., U. S. A.**

## DIRECTIONS FOR USING THE

## The PARKER Jack Knife Safety Fountain Pen

Jack Knife Pens in either Regular or Self-Filler can be furnished  
in Medium or Long Size as desired



No. 654. Price 94c. Parker Safety Self-Filler. Long or short barrel. Wide dull gold filled band on barrel. We suggest gold plated clips on these pens with gold mounting.



No. 24½. Price 94c. Parker Jack Knife Safety. Self-Filler, or regular as wanted. Medium length. Fancy chased barrel.

Read what these people say of their Parker Pens.

St. Louis, U. S. A.

The Parker Pen Co., Janesville, Wis.,  
Gentlemen: While in Janesville some time ago, I purchased one of your Jack Knife style fountain pens. This pen has been giving me the best of service and will continue to do so for a long time, in fact the pen is all and more than you claim. After having used several different makes and styles, I find your pen the most comfortable and am happy to be the possessor of one of your pens. Would appreciate your forwarding address.

Respectfully yours,

WM. A. RUBINSCH, Coat Dept.

Mr. Parker:  
Dear Sir: I just received the beautiful Jack Knife Pen. It is a delight to me and many of my friends have purchased similar ones since the arrival of mine. With all best wishes for its continued and deserved success, believe me,  
Sincerely yours,  
KATHRYN WILSON,  
40 Gramercy Park, New York City.

**THE NEW PARKER CLIP** will fit any Parker Jack Knife Safety Pen and is easily attached. Give number of pen when ordering.

25¢  
In addition  
to cost of pen

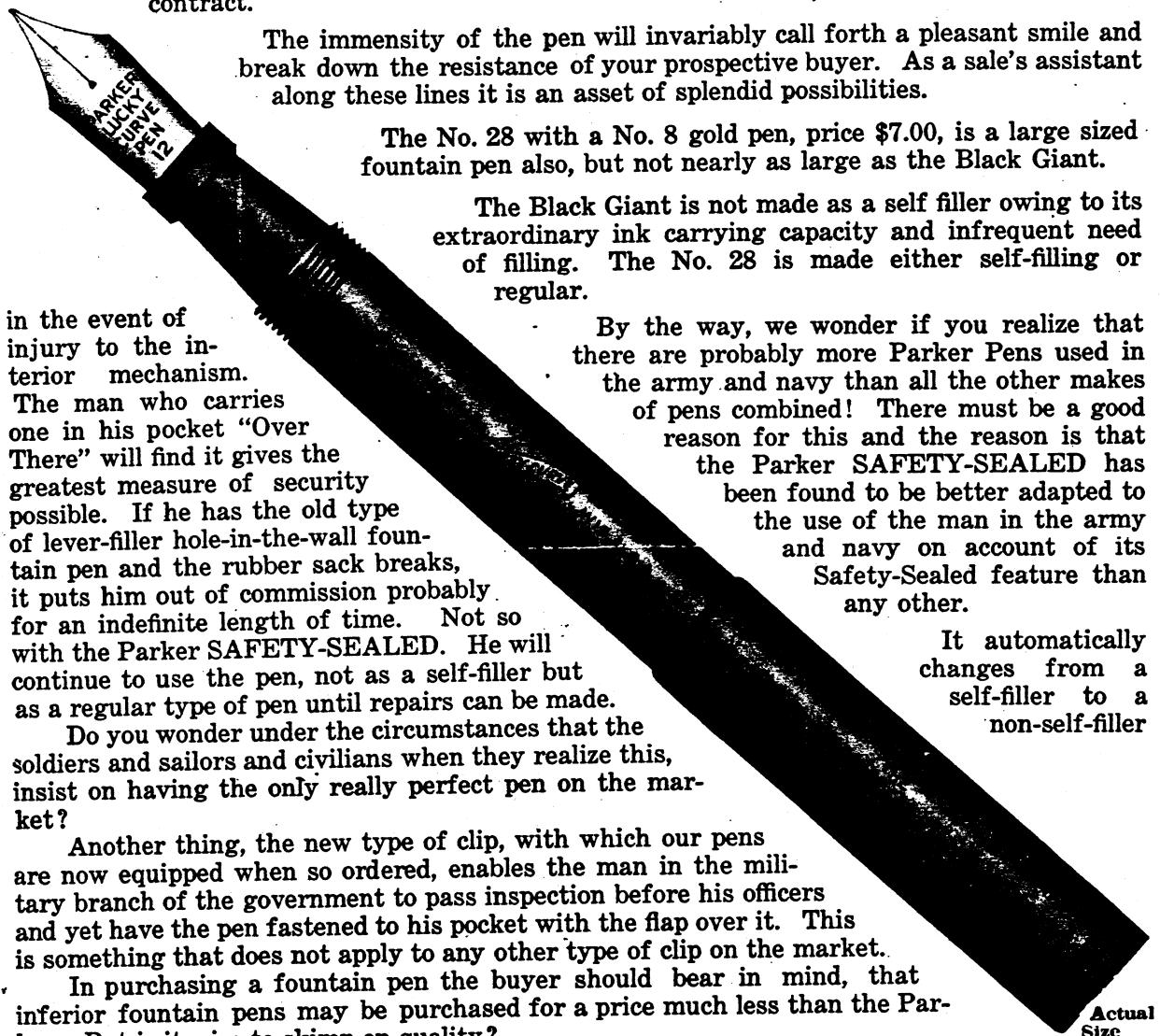
NICKELD 25c      PRICE: GOLD PLATED 75c

Nov. 15, 1921  
act

# THE BLACK GIANT

This big pen is known as the Black Giant. It is fitted with a No. 12 gold pen. The price is \$10.00. One does not realize its immensity until he compares it with an ordinary sized fountain pen.

We can especially recommend this pen to insurance agents, and to salesmen, to any one in fact, where the question of salesmanship is involved, as regarding the signing of an order, or contract.



The immensity of the pen will invariably call forth a pleasant smile and break down the resistance of your prospective buyer. As a sale's assistant along these lines it is an asset of splendid possibilities.

The No. 28 with a No. 8 gold pen, price \$7.00, is a large sized fountain pen also, but not nearly as large as the Black Giant.

The Black Giant is not made as a self filler owing to its extraordinary ink carrying capacity and infrequent need of filling. The No. 28 is made either self-filling or regular.

By the way, we wonder if you realize that there are probably more Parker Pens used in the army and navy than all the other makes of pens combined! There must be a good reason for this and the reason is that the Parker SAFETY-SEALED has been found to be better adapted to the use of the man in the army and navy on account of its Safety-Sealed feature than any other.

It automatically changes from a self-filler to a non-self-filler

in the event of injury to the interior mechanism.

The man who carries one in his pocket "Over There" will find it gives the greatest measure of security possible. If he has the old type of lever-filler hole-in-the-wall fountain pen and the rubber sack breaks, it puts him out of commission probably for an indefinite length of time. Not so with the Parker SAFETY-SEALED. He will continue to use the pen, not as a self-filler but as a regular type of pen until repairs can be made.

Do you wonder under the circumstances that the soldiers and sailors and civilians when they realize this, insist on having the only really perfect pen on the market?

Another thing, the new type of clip, with which our pens are now equipped when so ordered, enables the man in the military branch of the government to pass inspection before his officers and yet have the pen fastened to his pocket with the flap over it. This is something that does not apply to any other type of clip on the market.

In purchasing a fountain pen the buyer should bear in mind, that inferior fountain pens may be purchased for a price much less than the Parker. But is it wise to skimp on quality?

For the Parker you pay only for the highest quality and workmanship and the most advanced ideas of pen making obtainable.

When you buy a watch or an automobile you want one for dependability and service, something that will not require constant tinkering with in order to keep it going.

The Parker Pen is known the world around as the pen of perfection. The pen which any man would be proud to carry, to use, to show his friends.

They are sold under an absolute guarantee to please you.

Why longer deny yourself the pleasure enjoyed by millions of other discriminating users?

**THE PARKER PEN COMPANY, Janesville, Wis.**